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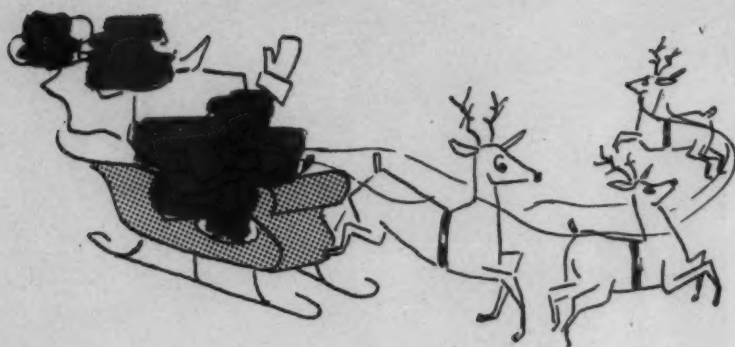
the Manufacturing Confectioner

TECHNOLOGY DEPT.



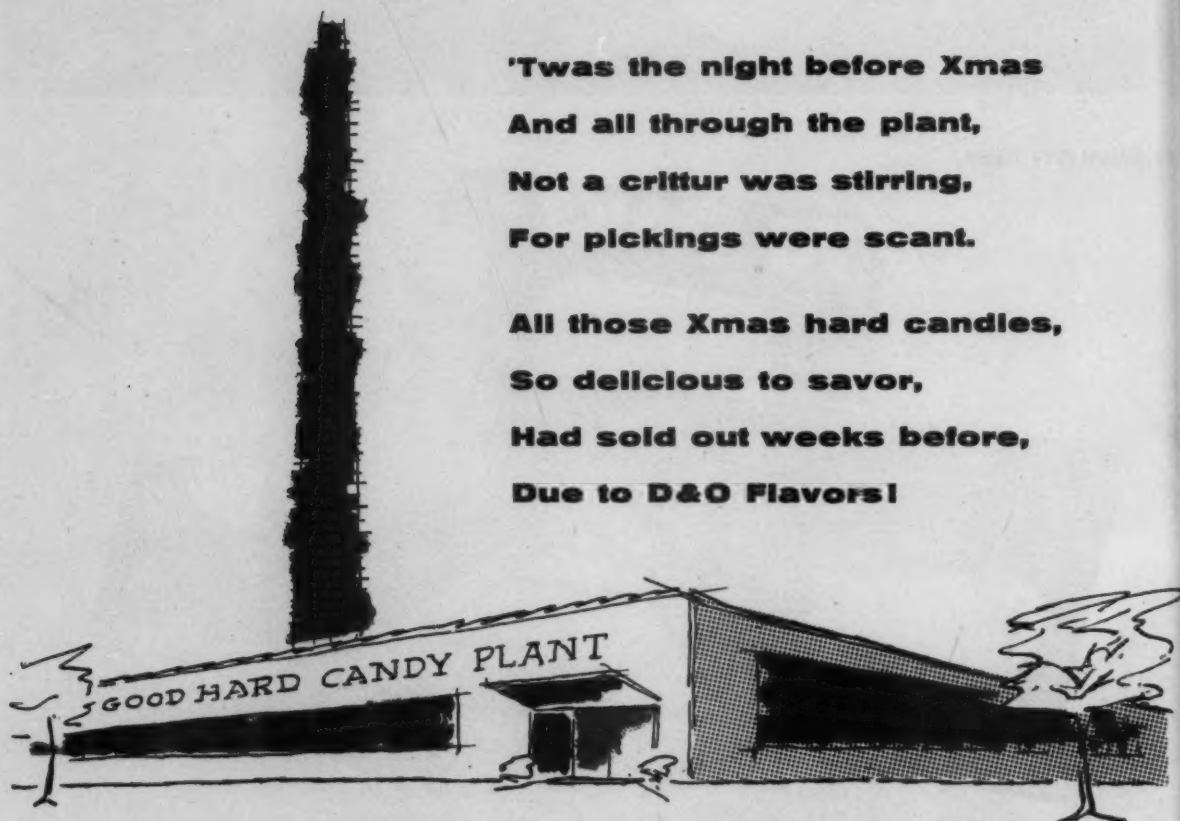
PUBLIC LIBRARY
OCT 22 1956
DETROIT *TS*

Oct '56
Halloween
packaging
Sell Quality



**'Twas the night before Xmas
And all through the plant,
Not a crittur was stirring,
For pickings were scant.**

**All those Xmas hard candies,
So delicious to savor,
Had sold out weeks before,
Due to D&O Flavors!**



*Anise, Sweet Birch, Wintergreen, Cassia, Clove,
Orange, Lemon, Lime, Peppermint, Sassafras, Spearmint
... natural and imitation oils and flavors. Yours now
for a Flavorful, Profitable Christmas!*

Essentially for You



Our 157th Year of Service

DODGE & OLCOTT, INC.

180 Varick Street, New York 14, N. Y.

Sales Offices in Principal Cities

Just Right

FLAVOR
and
AROMA
with
ZIMCO® VANILLIN



The Result of Long Research and Development



The finished product is delicious . . . it is "just right." Each of its ingredients is of superior quality . . . blended by a master with skill and experience into a harmonious flavor-perfect, taste-tantalizing food product.

ZIMCO, the Original Pure Lignin Vanillin has been helping to make food products "just right" for 16 years and is today recognized by the entire Food Industry as the top quality product and the standard by which all vanillins are evaluated. Ask the man who uses it.

Consult Your Flavor Supplier.

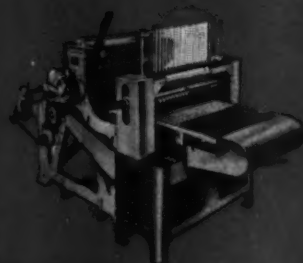
Sterwin Chemicals, INC.
SUBSIDIARY OF STERLING DRUG INC.

1450 Broadway, New York 18, N.Y.
2020 Greenwood Ave., Evanston, Ill.

WORLD'S LARGEST SUPPLIERS OF VANILLIN

*NOW! place 400 to 1000 cups per minute
in racks or pans automatically*

RACINE PAPER CUP RACKING MACHINE



20-nozzle model
with Junior (18")
Depositor.



8-nozzle model
with Junior (18")
Depositor.

Now you can enjoy automatic, continuous placing of paper cups in racks or pans with the Racine Paper Cup Racking Machine. Here's how easy it is: Nested and stacked paper cups are placed in the chutes from which they are withdrawn by vacuum suction and placed in the rack or pan. The number and spacing of the cups are automatically synchronized to the speed of your depositor. All the operator has to do is keep the chutes filled with paper cups — the operation is completely automatic and continuous.

Imagine the labor savings! The 20-nozzle model shown in the photo above, for example,

places 20 cups at a time — 1,000 a minute — and requires only 2 girls to keep the machine supplied with paper cups. Manually, it would take 10 girls to do the same amount of work. The labor savings on 8 girls will more than pay for the cost of the machine in a very short time.

This amazing machine can be synchronized to work with any make or model depositor and for use with any size paper cup. Depending on the size of the cup and spacing required, it will place from 8 to 20 cups at a time, at 50 strokes a minute. Write or phone today for full details.

VACUUM RACINE

VACUUM CANDY MACHINERY CO. RACINE CONFECTIONERS MACHINERY CO.

15 PARK ROW, NEW YORK 38, N. Y.

Western Office and Factory: Racine Wis. / Eastern Factory: Harrison, N. J.

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Euclid Candy Company of California has been purchased by **Circus Foods, Inc.**, San Francisco. Circus Foods was established just ten years ago by a group of executives from Planters. They market salted nuts in bags and vacuum tins in the eleven Western states. Both plants will operate under the direction of **Edward H. Jenanyan**, president of Circus. **Kenneth A. Wilson**, present sales manager of Circus, and **Edward Jurczenia**, present production manager of Circus, will both head Euclid in a similar capacity.

Curtiss Candy Company has a new chairman of the board, **James M. Delaney**. **Edmund S. Cummings** is another new member of the board. The board has been reduced in size.

Walter Schoendorff has been named Plant Manager of **Tuxedo Candy Company**, Safeway affiliate, in Los Angeles, replacing **Bill Davies** who has left the organization. **Frank Distefino**, formerly chemist, is now quality control manager. The whole Tuxedo operation is managed by **Harold Merriman**.

The **Albert Sheetz** retail chain of confectionery in Los Angeles has ceased manufacturing, and is buying all of its candy requirements.

Merrill Rudolph has joined **Wonderfood Marshmallow Company** of Santa Clara, California. He has been with **Tuxedo Candy Co.** as Superintendent, and before that with **E.J. Brach** and **Farley** in production control.

Floyd J. Roses has been named general superintendent of all Curtiss factories, succeeding the late **Herman J. Krieger**, and **Harry W. Schuemann** is the new chief chemist, succeeding **George Huss** who retired recently.

Blum's is now in full production in their new quarters, the former plant of **Sierra Candy Company**, San Francisco. Most of the machinery damaged by fire last month has been repaired or replaced. The Blum bakery and ice cream manufacturing operations are due to move in this plant.

Thornton-Carlson, retail candy manufacturer of Los Angeles, has gone out of business.

Inman Candy Company, which sued a supplier of boxes for alleged damage of candy packed in their boxes, lost the suit.

Walter Johnson Candy Company is starting a television series of one minute spot cartoon advertisements in a number of major markets.

Published monthly by **The Manufacturing Confectioner Publishing Company**. Executive offices: 418 North Austin Boulevard, Oak Park, Illinois. Telephone Village 8-6310. Eastern Offices: 80 Wall Street, New York City 5, N.Y. Telephone Bowling Green 9-8976. Publication Offices: 1309 North Main Street, Pontiac, Illinois. Copyright, 1956, Prudence W. Allured. All rights reserved. Second-class mail privileges authorized at Pontiac, Illinois.

Hershey Chocolate Corp. completed over one million man-hours of operations, for the fourth time since 1952, without a disabling injury.

Barricini, Inc. has elected **Ira Barricini**, son of the late founder **Mac Barricini**, president. **Mrs. Regina Barricini** is chairman of the board, **Mrs. Jean Barricini** and **Martin Comart** are vice presidents.

Yost Candy Company has almost finished their new plant in Dalton, Ohio. For the first time the firm will be able to receive raw materials via their own siding, in bulk form.

National Equipment Corporation has been named sole representative for the U.S. and Canada for **Rose Brothers, Ltd.**, of England, on that firm's candy manufacturing and wrapping machinery. This representation will include sales and service on all Rose machines.

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*Good to eat!
Good for selling!*

ALMOND BON BONS

made with BLUE DIAMOND ALMONDS

Here's Your Formula...

PART I

1 lb. sugar
2 lbs. almonds, Blue Diamond
blanched Nonpareils run
water to dissolve sugar
Cook sugar and almonds until sugar
caramelizes, then on skin and allow to
cool. When cool, run through
grinder.

PART II

1 lb. sugar
2 1/2 lbs. corn syrup
1 lb. almonds
2 lbs. almonds, Blue Diamond
blanched Nonpareils 22/25
vanilla flavor to suit
oil of bitter almond to suit

Cook sugar and corn syrup to
240 degrees. Add almonds and
vanilla until caramelized. Add flavor.
Mix Part I with Part II. Hand
roll and dip in bon bon cream.
Top with blanched Nonpareil
almonds or roasted almonds
ground or chopped fine.

You can top these Almond Bon Bons with roasted almonds chopped fine, or with blanched Nonpareils. Either way, the almonds give unmistakable evidence of quality, and add the crunchy, almond flavor that customers like. Only be sure the almonds are California's finest Blue Diamonds . . . sheller run on the inside, size-graded blanched Nonpareils top-side. They're free from dust, bitters, and foreign particles, with controlled minimum moisture content. Finest almonds you can buy.

NEW FORMULA BOOK. Full-color pictures plus new almond formulas. Write us on your letter-head, please. We'll be glad to send you a copy.

**Blue
Diamond**

CALIFORNIA ALMOND GROWERS EXCHANGE

Sacramento, Calif.

Sales Offices: 100 Hudson St., New York 13.
and 549 W. Randolph St., Chicago 6





ONLY FLAVORS OF PROVEN PERFORMANCE can meet the exacting requirements of present day candy manufacture. Here, as with all other segments of the flavor-using food and beverage industries, FRITZSCHE has applied its specialized skills to the development of flavors precisely tailored to the manufacturer's practical requirements, be it for high-cooked hard goods, starch gums, pectin jellies, or any other type confection. Remember: *Your product is ONLY as good as its FLAVOR!*

For FREE Flavor Data Sheets useful to confectioners, write our Flavor Division, Dept. MC.

FRITZSCHE Established 1871
Brothers, Inc.

PORT AUTHORITY BUILDING, 76 NINTH AVENUE, NEW YORK 11, N. Y.

BRANCH OFFICES and *STOCKS: Atlanta, Georgia, Boston, Massachusetts, *Chicago, Illinois, Cincinnati, Ohio, *Los Angeles, California, Philadelphia, Pennsylvania, San Francisco, California, St. Louis, Missouri, Montreal and *Toronto, Canada and *Mexico, D. F. FACTORY: Clifton, N. J.

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OCTOBER 1956

Edited and Published in Chicago
The Candy Manufacturing Center of the World



Teach your salesmen to sell quality

Buyers will buy quality only to the extent manufacturers stress it. Salesmen must know enough about quality to be able to discuss quality intelligently and convincingly. Stanley Allured 21

The New Look in windows

The window of a carton used to be a necessary, but disruptive, element in design. Now it has become the focal point, and is often the most attractive part of the package. 28

Trick or treat

These magic words have raised Halloween to a major factor in candy sales in the space of only five years. "Selling" packages take most of the merchandising load. 31

Show items of interest to candy packagers

The first exposition sponsored by the Packaging Machinery Manufacturers Institute was an outstanding success. Some machinery and materials of particular interest in this field are described. Stanley Allured 36

A neat wrapping desk

A good place for gift wrapping gives the customer a selection of paper and ribbons, is comfortable to work at and is easy to keep clean. 53

A clever sign stops traffic

A sign on the door of a midwestern confectioner was credited with stopping traffic and creating sales. 54

Reading: a businessman's tool

This is the final chapter in a series of nine, that are written by an authority on reading improvement. N. B. Smith 57

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COVER: This attractive, and promotional, folding carton by E. J. Brach and Sons, is representative of the host of special packages that will move millions of pounds of candy by October 30th. More on Halloween packages on page 31.

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True Life

sun resistant

EXACT

reproduction

of your

chocolates

and bon bons

for your

window

and counter

displays

and your

salesmen

**KNECHTEL
LABORATORIES**

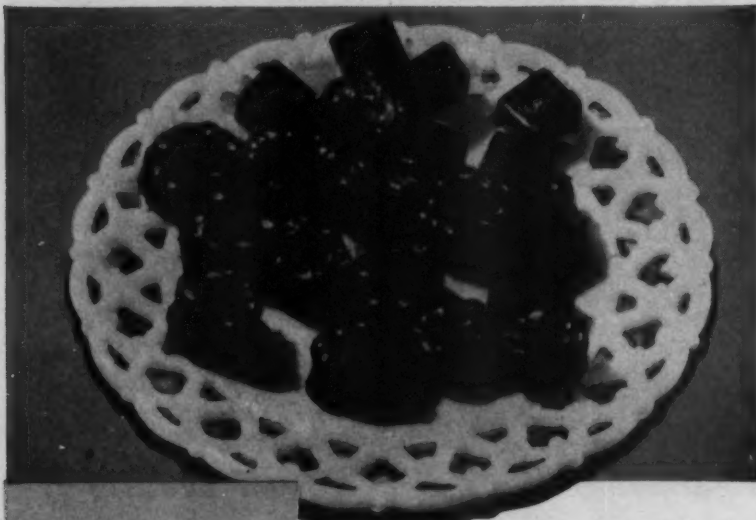
1051 W Berwyn St.
Chicago 40, Ill.

*Consultants to the
Candy Industry*

The Sweet and The Sour

Sweet Dairy Whey

saves up to 40% on dairy ingredient
costs for fudge, caramels and taffy



New Whipping Agent for Cremes and Toppings!

Feeble's DAIRY WHIP is an amazing new whipping agent that replaces up to 50% of the egg white in standard formulas... greatly reduces ingredient costs... and improves results for marshmallow cremes, fountain toppings, mazzettas and frappes. Dairy Whip reduces weep, retards corn syrup separation... makes your mixes smoother, creamier.

Caramels are creamier, taffy is smoother, fudge richer... and costs go down. That's what happens when you replace part of your dairy ingredients with Western's Sweet Dairy Whey.

Sweet Dairy Whey is an improved, spray-dried dairy solid that gives candies more even texture... more customer-tempting color and flavor. It enhances keeping qualities because it contains less casein, more of the moisture-retaining ingredient, lactalbumin. Sweet Dairy Whey meets all U.S. Extra Grade standards too.

And most important: Sweet Dairy Whey brings you all these product improvements at savings of up to 40% on dairy ingredients.

Write Technical Service Department for bulletins, and complete information covering specific uses. Please specify product.

WESTERN CONDENSING COMPANY • Appleton, Wisconsin

We stopped in to see Eavey's in Ft. Wayne, Indiana, billed as the world's largest supermarket. We are inclined to agree with their claim for fame, as it is indeed immense. It has, in addition to the wide variety of usual food store items, a bakery where pies, cakes and cookies are baked on the premises, a coffee roasting plant, an ice cream manufacturing area, complete drug and prescription department, a jewelry department, etc.

In addition to the usual type of food store candy display, a Loft's Candy Shop is a part of the store. Though this shop opens off the main selling floor, it is separated enough as to appear as a separate shop identified with a large neon sign and decorated in a typical Loft manner. Apparently a rather typical display of Loft's candies are kept in stock.

The success of this supermarket will be watched closely by many people in the retailing field. Of particular interest to the candy field will be the success of Loft's to determine if this is the merchandising method whereby the fancy package manufacturers can tap the huge store traffic generated by supermarkets.

L. S. Heath & Sons Inc. awarded a twenty year service pin to a man who was technically at least never an employee of the company. The man so honored was Mr. Lester R. Zimmerman, vice-president of Milprint, Inc. This gesture was bestowed upon Mr. Zimmerman by Bayard Heath Sr. in appreciation for his close association with the company in the designing and developing of their packages for the last twenty-two years.

The almond crop in this country has been estimated at a record 48,000 tons 25% more than 1955. It seems doubtful, though, that prices will be any lower than last year since the Mediterranean nations which normally produce 70% of the world crop are expected to pick the smallest tonnage on record.

NU-KREME

GRADE "A" OF ALL NOUGAT CREAMS

KREME-TEX

FOR RICHER TASTING CARAMELS
AND LONGER LASTING FUDGE

HONEYCOMB CHIPS

BEST FOR DIPPING

Flavor

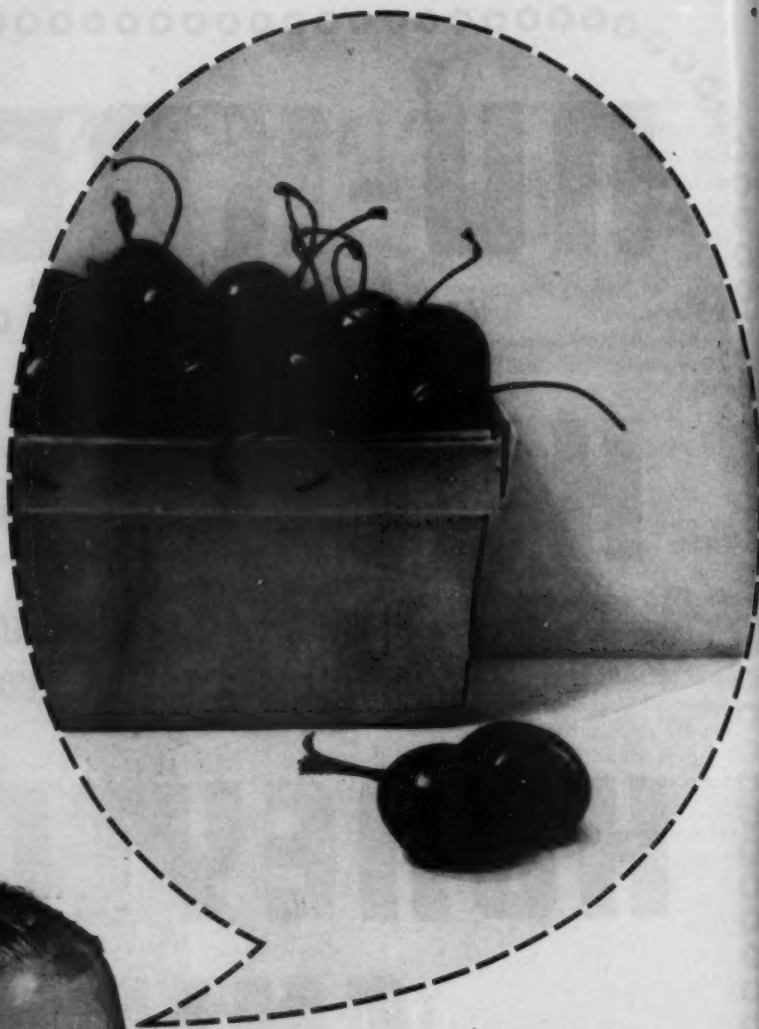


Unsurpassed



a
penny
for
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thoughts...

when she
tastes your
fruit flavored
candies
made extra tangy
with...



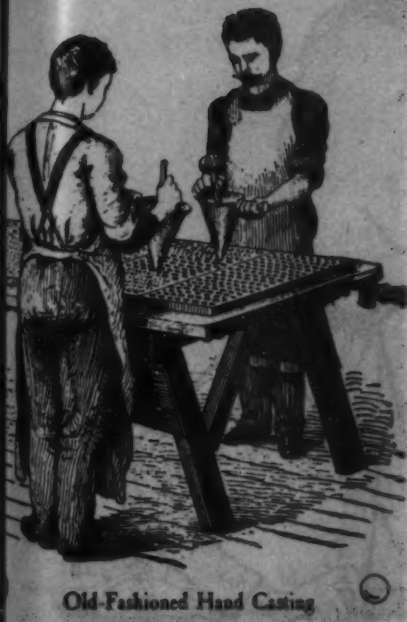
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You can order Pfizer
Citric Acid U.S.P. in
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anhydrous form.
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actual acid basis...
gives you even acidity
after months of
storage, too!)
Whatever your needs
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for Over 100 Years

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Branch Offices: Chicago, Ill.; San Francisco, Calif.; Vernon, Calif.; Atlanta, Ga.; Dallas, Tex.



Old-Fashioned Hand Casting

Quality candy
makers have al-
ways preferred
Nestlé's • Peter's •
Runkel's ...
proven consist-
ently superior.

GENERATIONS HAVE LABELED IT THE BEST

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Why Flo-Sweet precooking gives you better candies at lower cost

“When you sell quality candies,” your Flo-Sweet Engineer points out, “you have to deliver top value. That means flavor, texture, body . . . the right combination of rich ingredients your customers expect.

“Yet you have to keep your own costs down. That’s where Flo-Sweet comes in. By precooking with the help of our newly designed heating units, Flo-Sweet enables candy makers to cut cooking

time, as much as 45%. Or, production can be increased that much to handle peak seasonal demands.

“And you get this money-saving advantage at no sacrifice in quality. In fact, Flo-Sweet purity now exceeds that of even the finest granulated.”

Why not consult your Flo-Sweet Engineer . . . see how you can maintain top candy quality, yet effect substantial savings.

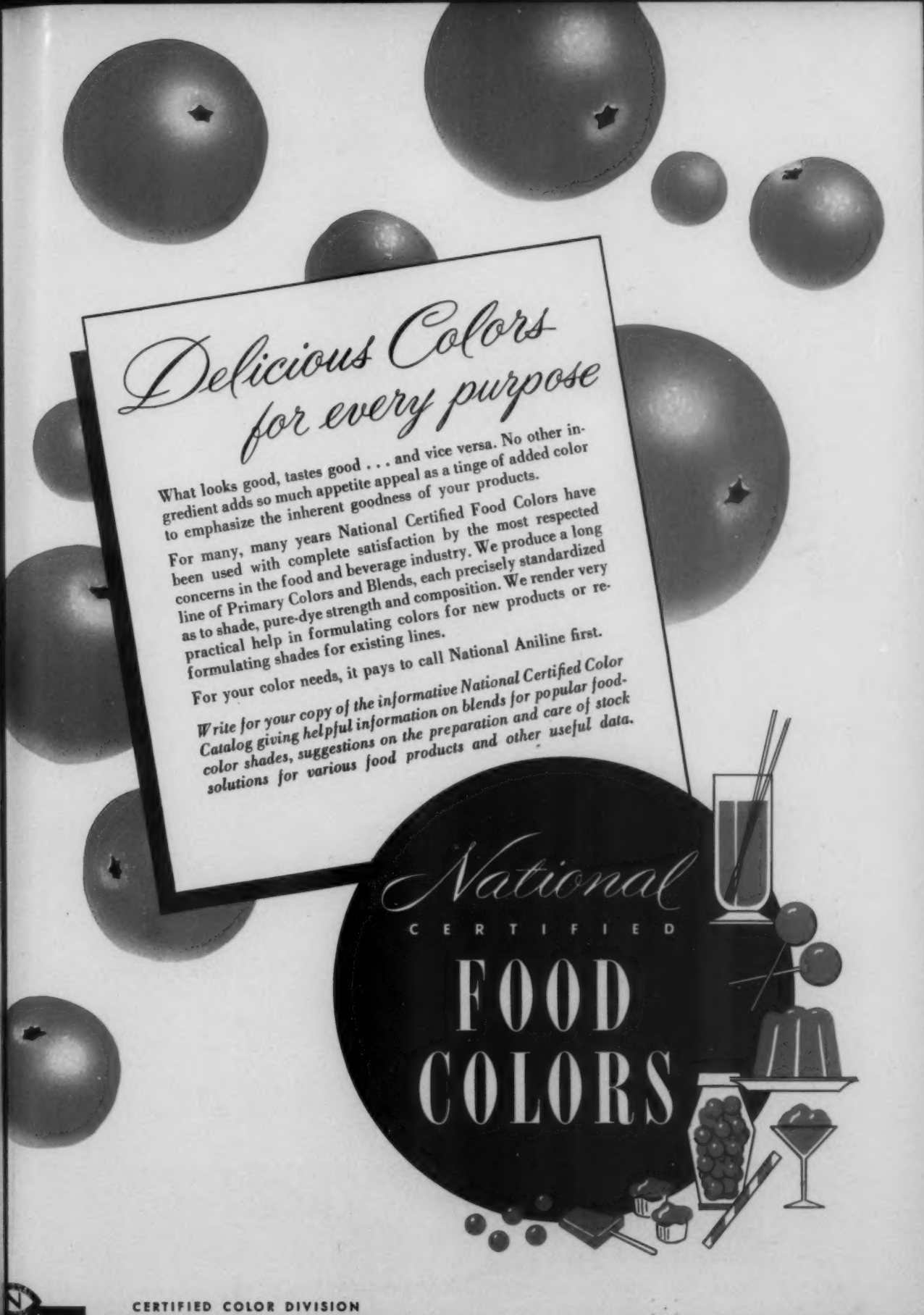
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YONKERS, NEW YORK

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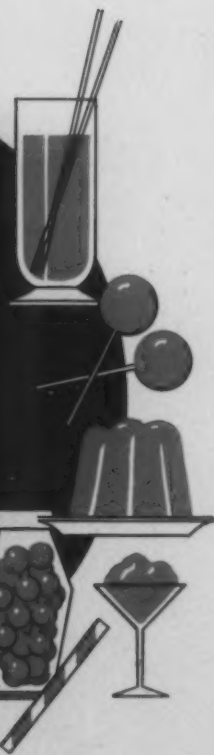
For many, many years National Certified Food Colors have been used with complete satisfaction by the most respected concerns in the food and beverage industry. We produce a long line of Primary Colors and Blends, each precisely standardized as to shade, pure-dye strength and composition. We render very practical help in formulating colors for new products or re-formulating shades for existing lines.

For your color needs, it pays to call National Aniline first.

Write for your copy of the informative National Certified Color Catalog giving helpful information on blends for popular food-color shades, suggestions on the preparation and care of stock solutions for various food products and other useful data.

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FOOD
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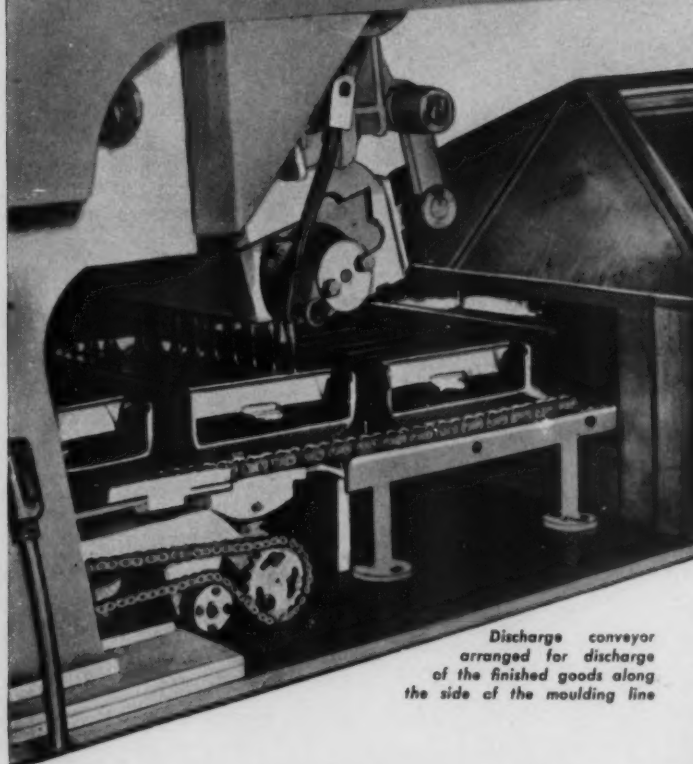


CERTIFIED COLOR DIVISION

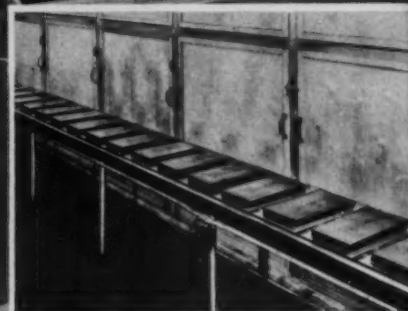
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JENSEN



Discharge conveyor
arranged for discharge
of the finished goods along
the side of the moulding line



Production of 11 lb. slabs



Production of bars

fully automatic moulding installation

Combination machine for cou-
verture slabs and ordinary bars

A modern high-production ma-
chine of continuous operation

JENSEN means
Maximum production of
perfect goods at precision
weight on minimum floor space
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They call us old hands at this business. A good many years of "depending on Dreyer" have built our background of helping you. We have never grown old, however. Here at Dreyer, we *think* young. Today there's new drive at Dreyer. We are a vigorous, modern organization with young, look-forward ideas. Up-to-date thinking here . . . thinking ahead . . . is pulling double harness with experience. The team's working hard and well. So depend on Dreyer more than ever. We can help you and save you money.

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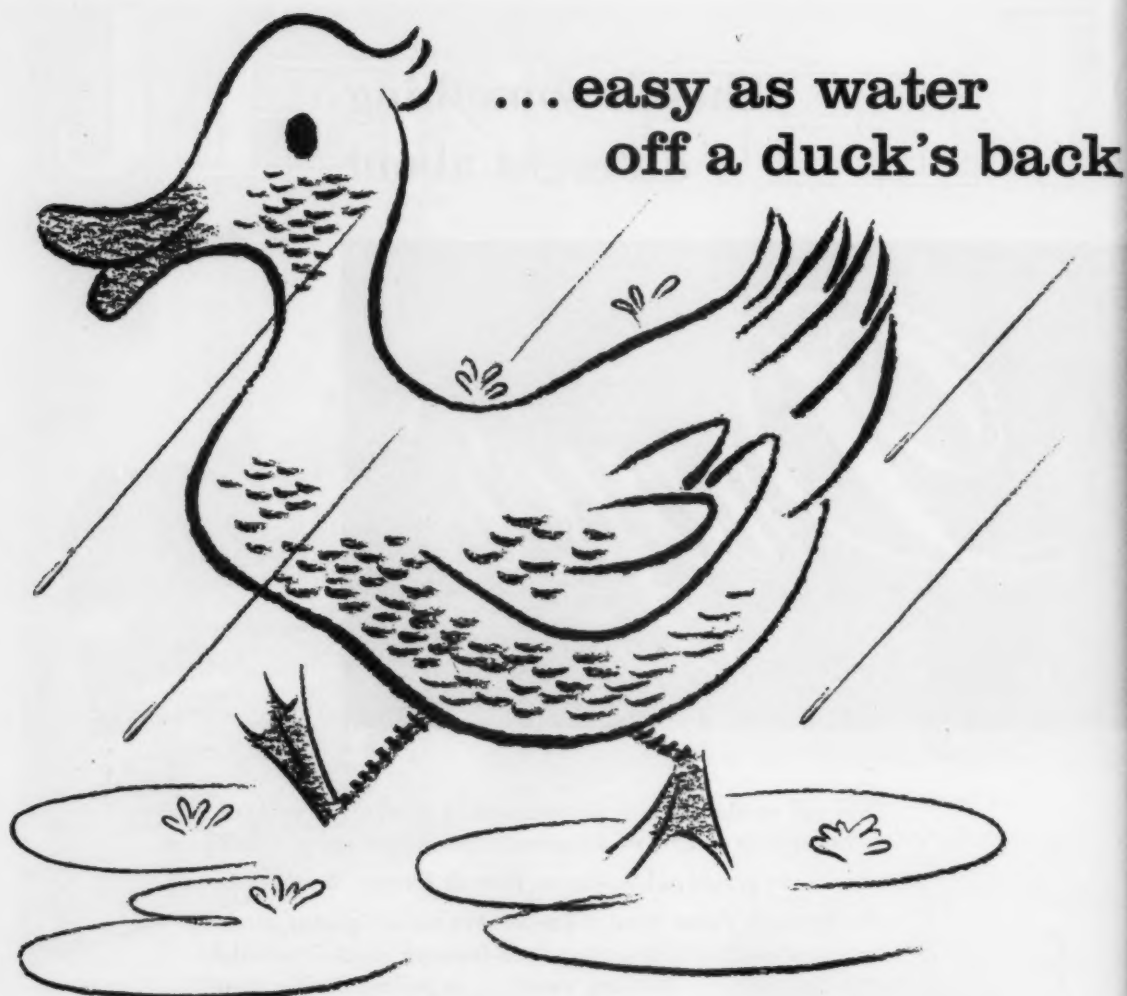
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...easy as water
off a duck's back

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Batch after batch . . . with only one application

... A new high quality anti-sticking agent developed and perfected by W. A. Cleary Corporation makes all releasing tasks as easy as water off a duck's back. Clearlube is made from the finest vegetable oils. It is stable, highly resistant to rancidity, and offers a combination of superior release properties not available in any other single lubricant on the market. Clearlube carries the same high quality of all the Cleary Products that have proved their excellence in the candy industry for many years.

Put new Clearlube in your production picture as an anti-sticking agent for release of batches on cooling slabs, stock pans, trays, and tubs, or as a lubricant for rollers and scoring equipment.

For more detailed information on Clearlube and other Cleary products call or write W. A. Cleary Corporation, New Brunswick, New Jersey.



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PAIL IS AVAILABLE AT
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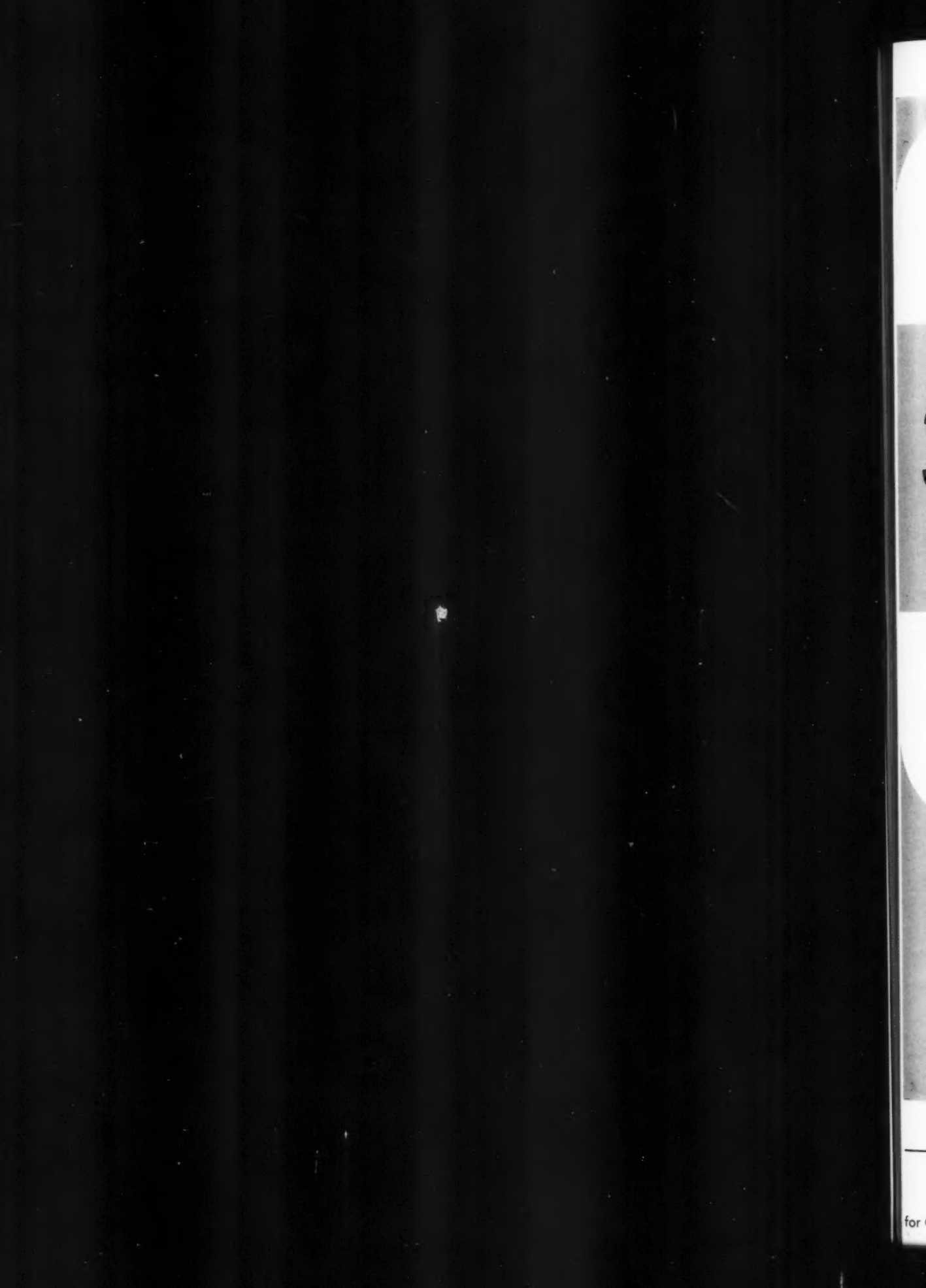
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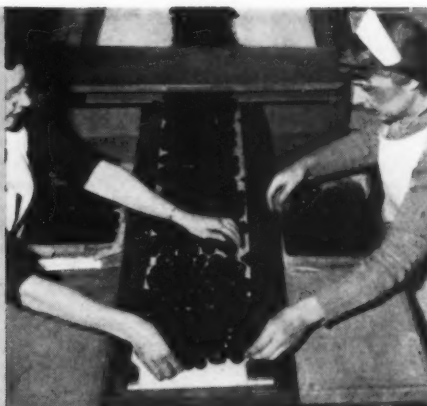
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WAYS TO BIGGER PROFITS FROM COATED GOODS

Reduce stock packing costs 60%! . . . with the proven Greer Vibra-Pac



Leading confectioners from coast to coast prove that one girl and a Vibra-Pac can box at least 600 pounds of goods hourly. Vibra-Pacs improve appearance of goods, too — preventing scratching and fingermarking. Simple, sanitary operation. Automatic card feeder.



The Greer Coating Conditioner features Temperature Control Sensitivity — gains more consistent coating temperature control — increases product quality. The Greer Coating Conditioner brings a new concept of speed, efficiency and accuracy to chocolate melting and cooling. Simplicity of operation eliminates skilled operator; need for kettle space and batch preparation is eliminated also. Built-in pump circulates coatings to point of use.



Liquid Coating Users eliminate batch cooling — improve coating texture and uniformity. The Greer Coating Tube Machine features all the speed, accuracy and labor savings of the Conditioner except supplied less Melter. Exclusive Greer thin-film processing positively eliminates unstable crystals.

Write for details, and let our Sales and Engineering experience give you the benefit of numerous satisfactory installations.

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Get real fruit taste... at lowest cost!



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With a major base in true fruit flavors
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to insure lasting taste and aroma,
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Dept. 400

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Company

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ESTABLISHED 1901

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BRANCHES IN OTHER PRINCIPAL CITIES OF THE U.S.A. AND THROUGHOUT THE WORLD

teach your salesmen to "sell quality"

How many candy salesmen can discuss the products they sell intelligently from the standpoint of quality? How many are thoroughly familiar with ingredients, their cost and effect on quality, and the importance of correct processing to build maximum quality from those ingredients?

We would venture to guess that very few, indeed, have the background of candy manufacturing that would enable them to adequately compare their company's product with that of a competitor, on the basis of quality of ingredients and manufacturing skill. Yet, this is one of the points which we hear so often from executives, that the candy business is not as healthy as it should be because the quality of candy on the market is not up to a standard with competitive food products, or, for that matter, with candy of some years ago.

How many salesmen, for instance, know what a conch is, and what it means to chocolate quality? Or the difference between a milk chocolate made with wet milk and one with dry milk?

We queried a salesman who sold pectin jellies, who said that they were a better quality, and therefore sold at a higher price, than starch jellies. But he could not tell us why they carried that higher price in terms of greater consumer satisfaction. Marshmallow quality is a difficult thing to measure quantitatively, but it certainly varies over a wide range in finished goods on the market, and price is not a particularly good indication of quality for the consumer.

It is true that candy quality is not an easy sub-

ject to reduce to simple terms and definitions. Even for the manufacturer who makes just one kind of candy, a discussion of competitive quality is far from easy, as most terms dealing with candy are subjective. Texture is of prime importance in practically all candies, and yet is not susceptible to a numerical rating. However, texture in many cases can be discussed intelligently because there are generally accepted views of the range of good and bad. This is true of other qualities such as flavor. Flavors can be evaluated even though no numerical measurement can be made. A study of the kinds, and prices, for those flavors that purport to be, or resemble, orange would convince anyone of the variety available to manufacturers, and indicate that quality of flavor can range over a very wide area according to the manufacturers' disposition to quality and price.

This area of selling candy quality is just one facet of the overall industry problem of increasing candy sales. It is, we believe, an indispensable part, and that some such effort must go hand in hand with any consumer publicity or advertising. Of course, it must be on an individual company basis.

One person who has done a pioneering job in this area is Walter Richmond, a candymaker of many years of experience and author of formula and manufacturing books on candymaking. During his period of work at Norris Candy Company he started a series of letters to the firm's salesmen

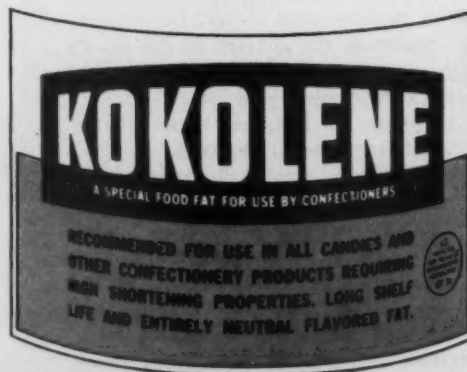


KOKOLENE

Get better results—use less shortening!

You'll make caramels, nougats, and other chewy candy with a fourth less shortening when you use Kokolene. Interested in arranging a test right in your own plant? Write to:

**REFINERY SALES DEPARTMENT
ARMOUR AND COMPANY**
Chicago 9, Illinois



explaining some of the steps of chocolate and candy manufacturing, and their effect on the quality of the finished candy.

When Mr. Richmond joined Robert A. Johnston Company two years ago he again wrote a series of letters on candy making and quality, and found, as at Norris, that the salesmen were very appreciative of his effort, and used the material to good advantage in their sales work.

We are reproducing one of his letters below, to show the type of material that salesmen have found useful, and that have helped them do a more intelligent selling job.

Every candy company can do likewise. The superintendent or chemist can write a description of the product, with explanation of the steps in manufacturing. Each raw material can be explained, and each step in candymaking, described, from

the standpoint of quality of the finished product, and how each item contributes to that quality. A trip through the plant for a new salesman is no substitute for regular indoctrination on quality, backed up with written facts that he can study and memorize for future use.

With heavy emphasis on promotions and sales contests, it is easy for the salesman, and sales management, to let the subject of quality be pushed aside until the pressure lets up. Unfortunately it seldom does, and quality is ignored except for a tag end "and always remind them of our quality".

Selling quality is a year round job, one that cannot wait for slack seasons. Buyers will buy quality only to the extent that manufacturers' sell quality. And the effectiveness of manufacturer's sales stories on quality will be in direct proportion to the emphasis given it.

Over twenty letters constitute the series on quality in candy, explaining the effects of various types and grades of raw materials and the importance of candymaking experience. The first letter is introductory, the next three are a glossary of candymaking terms, and the fifth classifies candies by type, and explains the classification system. The sixth and seventh describe and explain the chocolate refining process, the eighth deals with chocolate enrobing and dipping, and the ninth with sugar bloom and fat bloom. The remaining letters describe the various individual candies, explain their manufacturing procedure, and tell the effects of poor materials and faulty workmanship.

the reasons for "quality in candy"

By WALTER RICHMOND

Any candy such as chocolate coated cast or the manufacture of candy, the easier it will be for you to answer any questions that may arise as to why some candies are of better quality than others.

There are various grades of the several types of candies. An understanding of the ingredients used in the manufacture of candy is helpful. Of still greater importance, is the ability to distinguish the various types and grades of candy and a knowledge of the basic rules of their manufacture.

Your firm may have the finest formulas, use the finest ingredients and have a willing group of candy makers. *But a formula is only as good as the skill of workmanship displayed in its manufacture.* The finest formula will not produce the finest candy unless a knowledge of the correct procedure to follow in each step of its manufacture is known and practiced.

We believe that the more you know about hand rolled creams, crystallized bon bons, slab

creams or fudge wherein the body of the candy is composed of a creamy mass is typed as a cream fondant candy.

Cream fondant is composed of microscopic grains of sugar surrounded by a syrup.

The correct amounts of sugar crystals and non-crystalline syrup must be used to produce a fondant with a smooth texture.

The correct balance between sugar crystals and syrup is obtained by inverting some of the sugar, which in turn, controls re-crystallization of the remaining sugar contained in the batch.

Controlling crystallization is accomplished by prolonged cooking with an excess of water in the batch; by adding "doctors", invert sugar or corn syrup.

The portion of the sugar inverted splits up into a solid phase (dextrose) and a liquid phase (levulose). Levulose furnishes a part of the needed liquid that surrounds the sugar crystals.

The boiled syrup from which fondant is made is clear looking. To re-crystallize the sugar and produce a fondant, the syrup is cooled and then

agitated until it becomes a creamy mass of sugar crystals and syrup.

Heat plays an important part in obtaining smoothness in fondant. The higher the temperature of the batch when being creamed up the coarser will be the sugar crystals that form.

The amount of water used should be just enough to dissolve the sugar. The use of an excessive amount of water will prolong the cooking time. Prolonged cooking will invert too large a percentage of the sugar and gumminess will result.

Also the use of too much "doctors" or non crystalline syrups such as corn syrup or invert sugar will result in gummy batches.

Hand roll creams have a texture and tenderness seldom found in cast creams. They usually contain a larger percentage of sugar than the average cast cream.

They must contain enough sugar to set the creams firm enough to retain their shape while being chocolate coated. However, it is possible to make a cast cream that has a texture similar to hand roll creams.

Invert sugar plays an important part in adding tenderness to the creams and at the same time acts as an agent to *soften the creams after they have been coated with chocolate.*

Creams containing invert sugar as the grain control agent develop a more tender texture than creams where corn syrup is used as the control agent. At times a combination of invert sugar and corn syrup is used to obtain a desired texture.

Creams containing egg frappe are fluffy in texture. Frappe also adds to the stand up quality and the eating quality of the creams.

Invertase, an enzyme derived from yeast, by dissolving sugar crystals controls the syrup density of the creams. The larger the amount used the greater will be the flowing quality of the creams *after they are chocolate coated and aged* long enough to permit the softening action of the invertase to take place.

MANUFACTURING METHOD

Predetermined amounts of sugar, invert sugar and/or corn syrup with a sufficient amount of water are placed in a cooking kettle. If the formula calls for a "doctoring" agent such as cream of tartar it is added to the mixture in the kettle.

The batch is then cooked to a specified degree and poured on to a cream beater equipped with a water jacket to cool the batch. The cream beater is equipped with plow shaped mixers which revolve.

The cooked syrup is cooled to the desired temperature and the plow shaped mixer turned on. When the batch begins to form crystals and becomes cloudy looking the egg frappe, flavors, invertase etc. are added to the batch. Nuts or fruits are added to the batch just before it has fully creamed up.

As the plow shaped mixers revolve the cooled syrup is agitated until the mass has developed its sugar crystals or as we candy makers say the batch has creamed up. When the fondant has fully creamed it will be at its peak of hardness. The fondant will gradually soften up after it has reached its peak of hardness. This softening up is called sweating back. When the cream has sweat back it is ready to be shaped into desired size pieces.

The centers can be shaped or rolled by hand or shaped by one of the following methods: (1) by extruding through a depositor which has a die with multiple outlets, (2) by extruding through a cookie depositor which has a single row of outlets in a plate (die) attached to the depositor; (3) by extruding through a "cutrol" machine with a single outlet. The centers are then rolled by a traveling belt. The last method of forming the centers is one where by the centers can be made into a ball shaped piece that duplicates a center rolled by hand.

LEAKERS

If coated unevenly the chocolate coated creams will burst through a thin spot in the coating and form leakers. Dipping centers that are too cold will also result in leakers because the cold centers will expand as they warm up and the cooling chocolate coating will contract when center and coating have reached the same temperature.

Over "doctoring" the creams will prevent them from having sufficient crystalline body and leaking will occur unless the centers are very heavily coated with chocolate.

Due to the extreme tenderness of well made hand roll creams they will have a small percentage of leakers.

When only a very *small amount* of syrup *leaks through the coating the syrup will dry up and seal the opening.*

This small percentage of leakers is not objectionable from a sales stand point.

In fact one firm would place a notice in the box saying "Due to the extreme tenderness of our creams a certain percentage of them will form spots of cream that have seeped through the minute air holes in the chocolate coating.

If no 'leakers' are found in this box of creams please notify us so that we can check with our production department to see if they are sacrificing tenderness to speed up production by making a drier cream that requires less time to manufacture."

Dryness will result if too much moisture is removed from the fondant by overcooking or if an insufficient amount of invert sugar, corn syrup or "doctors" is used.

As stated in letter No. 11 a coarse grain will develop if the fondant is creamed at too high a temperature.

Invert sugar and invertase will promote a syrup density high enough to prevent fermentation. Enough of these products should be used to prevent fermentation in tender, soft creams with a high moisture content.

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candy packaging

*The new look
in windows*

*Halloween
packaging*

PUBLISHED BY

**THE
MANUFACTURING
CONFECTIONER**

OCTOBER, 1956

your candy will get a
ROYAL RECEPTION



**in a Shellmar-Betner
flexible package**

Put the Midas touch on quality candies with Shellmar-Betner's superbly printed laminated cellophane bags.

Two layers of cellophane with a wax laminate provide moisture protection from the inside out and the outside in...keep candies fresh and tasty. What's more, this combination stands up under handling, maintains its appealing appearance on display.

Transparency? Shellmar-Betner's cello-wax-cello bags can give you as much as you like. They can be opaque, or completely transparent, or, like these fine Brach packages, a combination of the two.

Solving your packaging problems is our business. Call us today.

Remember!
we convert

Cellophane, polyethylene, Saran
 Laminations—foil, cellophane
 to cellophane
 Shell-pli®—a reverse printed
 acetate paper decorative wrap.



CONTINENTAL © CAN COMPANY
SHELLMAR-BETNER DIVISION

QUALITY PRINTERS AND CONVERTERS OF FLEXIBLE PACKAGING MATERIALS

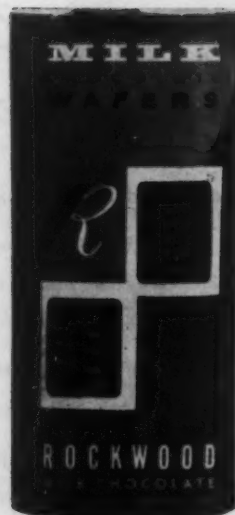
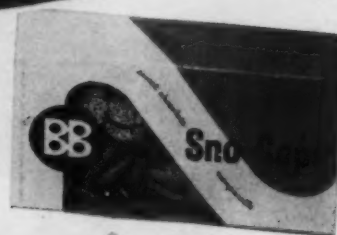
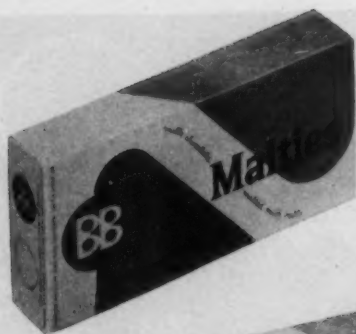


Distinctive Clark Containers for the Finest Confections

Through matchless brilliance and beauty, fine lithographed metal containers, custom-made by J. L. Clark, attract discriminating customers for many famous names in candy. Sparkling clarity of color and design assures distinctive packaging that helps the customer select the finest. Equally important, Clark containers are snug-fitting and precision-made to fully protect the products they help to sell. The delicate flavor and freshness of fine confections are perfectly preserved. J. L. Clark is prepared to help develop colorful new designs, or adapt existing designs to our lithograph-

ing process. A wide range of sizes and styles are available. Our 52 years of packaging experience is yours for the asking. J. L. Clark Manufacturing Co., Home Office and Plant, Rockford, Illinois, Liberty Division Plant and Sales, Lancaster, Pa., New York Sales Office, Chrysler Bldg., New York 17, N. Y.







T

IME WAS when the window on a carton was always rectangular, and the package design fit around it as best it could. In those days, the window was necessary to show the contents, and that was its total contribution to the package.

Now things are different, witness the new package designs on this page. The window has grown from a necessary, but disruptive, element on the front of the package into an integral part of the package design, if not a thing of beauty in itself.



Why cellophane is best

for multiple packaging

You want four things, mainly, from a multiple-unit package:

- more sales
- low package cost
- fast, simplified packaging
- added product protection

You get all four when you wrap with AVISCO® cellophane.

You make more sales because cellophane is transparent. Rather than obscure the single, familiar candy packages with an unfamiliar overwrap, cellophane offers the packager a multi-unit combination for what it is—merely unitized single packages, plainly visible, familiarly tempting.

Avisco cellophane gives you more for your money. For example, the Avisco cellophane cost on a 3-package unit of cough drops is only \$1.66 per thousand units.

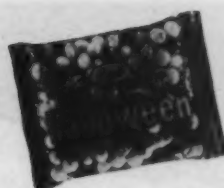
It provides fast, uninterrupted production because of its simple, non-critical heat sealing qualities and its smooth, static-free performance.

And it gives you double protection to help seal in freshness, moisture and flavor.

Your American Viscose salesman is prepared to discuss the advantages of multiple wraps. Ask him during his next call.

American Viscose Corporation
Film Division
1617 Pennsylvania Blvd.
Philadelphia 3, Pa.





trick or treat

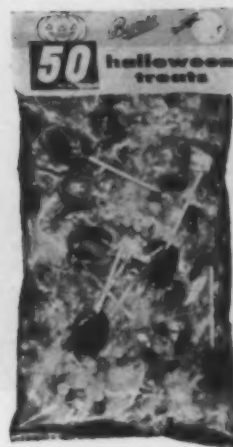
... has become a magic phrase for candy manufacturers, one that has in the last five years boosted Halloween from almost nothing, candy-wise, into a close race with Easter for the second highest tonnage holiday of the year. The rise in candy consumption for this season has been phenomenal. Our wild guess is that candy packaged for Halloween sales will amount this year to about 150,000,000 pounds, or close to 5% of the year's tonnage for the industry.

While none can dispute the fact of greatly increased candy sales at Halloween, there seems to be no particular reason for it. Apparently, the great sales break was bestowed upon this industry gratuitously. The greatest contributing factor probably has been the general calming down from the rowdy and destructive event we knew some years back to a placid holiday for the kids, primarily noted for the trip around the neighborhood gathering shopping bag full of candies, a handful at a time (ahhhh!).

One of the nicest things about this holiday is that the vast majority of candy products sold are staple items. In comparison to both Christmas and Easter, for which major plant and process changes are usually necessary in equipment and packaging, Halloween is a happy exception often requiring nothing more than a special wrap and sometimes just a band of tag. Probably less than 2% of the tonnage represented is special items, such as pumpkins and witches.

Those who have an item in their

Bunte is using a bag design that follows their successful "preferred" line. A wide range of staple candies are packed in an identical bag, identified only with the word "Halloween". They also have a smaller line of unprinted, labeled bags, one assorted packets, one all pops, and one both pops and packets. Mars is using specially printed 24 count cartons for the holiday.





Crocker bag tops can sell your candy too!

THESE leading candy manufacturers are building their sales with the help of Crocker heat seal bag tops.

The Magic of Crocker color reproduction on first-quality glossy stock can move your candy too!

AIR TIGHT SEAL—The exclusive Crocker heat seal formula guarantees a permanent air-tight seal on Saran, Cellophane, Pliofilm or K. O. Cellophane.

Newly developed Crocker *thermoplastic polyethylene* bag tops now enable you to package effectively and economically with polyethylene too!



H. S. CROCKER CO., INC.

100 YEARS OF SERVICE TO BUSINESS AND INDUSTRY • 1956-1956

PLANTS: San Bruno • Los Angeles, Calif. • Baltimore, Md.

SALES OFFICES: 720 Mission, San Francisco • 2030 E. 7th, Los Angeles
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CUT COSTS— BUILD SALES

...with sparkling Crocker stock design seasonal bag tops... Complete line available.



Write today for full information.

line that usually sells for one or two cents, and is individually wrapped, seems to have a head start on sales during this period. Those firms can put these items up into cartons or bags of 50 or 100 pieces and sell them to housewives as pacifiers to the little devils who travel around their neighborhoods. Manufacturers whose lines are primarily bulk or bagged have found an answer to their sales by packing small cello packets of one third to one half ounce, and putting fifty or one hundred into a bag or carton. Bar manufacturers get into the act primarily with holiday over wraps on their 24 count boxes or three or six packs.



Brach's "Haunted House" is a cleverly designed folding carton containing 70 packets of panned items and candy corn. The packets run from 4 or 5 jelly beans to about 20 red hots and a half dozen of candy corn, about $\frac{1}{8}$ ounce each. Melville has a saran "Loot Bag" with a Kwic-Loc closure. It too is made up of cello packets of panned items. Philadelphia Chewing Gum Company has two special window cartons for Halloween. This is an excellent example of staple, branded items packaged smartly for the holiday. D. L. Clark made a display available to retailers that fits on a supermarket push cart, and converts it to an attractive, hard selling display bin for Clark bars.



Lynch Packaging Machines Are
PROVEN IN THE PLANT
of the New England Confectionery Company



Shown above is the Lynch Model PB installation at the New England Confectionery Company in Cambridge, Massachusetts. Here hundreds of thousands of the delicious, always popular Sky Bars are produced weekly. The dependability and economy of the Lynch Model PB assure economical production and attractive, uniform packaging to meet the exacting standards of the New England Confectionery Company.

Precision-engineered by Lynch

The Lynch Model PB, that wraps standard or irregular shapes, single or multiple-unit candies, neatly, economically, is the result of the continuing program of research and experiment by Lynch engineers to provide the finest in automatic packaging to the food, confectionery and novelty fields.

Write, wire or phone for complete information. A Lynch sales engineer will be glad to help you with your packaging program.



ANDERSON, INDIANA
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PACKAGED IN



HARD CANDIES



Here's a best seller . . . it looks better in Saran Wrap



When extra protection is important, shoppers look for this hallmark.

Give your candies the *look* that sells and your sales will take a sharp turn upward. It's the look of freshness . . . the look that tempts appetites . . . the look of candy at its very best. It's Saran Wrap* packaging!

Here is the completely transparent film that never clouds the look of freshness. It's satin soft, pliable . . . and tough enough to keep your packages intact even on self-service counters. Freshness and flavor stay right inside the package because Saran Wrap

is moisture-proof. Eye-appeal for impulse sales . . . complete protection for repeat sales . . . they're yours with Saran Wrap packaging.

In homes from coast to coast the name Saran Wrap is identified with the finest in food protection. It will pay you to switch now and put the Saran Wrap hallmark of protection on your packages. Remember, Dow packaging service is at your disposal. THE DOW CHEMICAL COMPANY, Midland, Michigan, Plastics Sales PL605C-2. *Trademark of The Dow Chemical Company

†Write today for the new brochure on Saran Wrap packaging.

you can depend on DOW PLASTICS





Cleanest code dating ever
—passes the *White Glove* test!



Now your polyethylene and cellophane bags can have code dating that *can't smear . . . can't blur . . .* because it *goes on dry!* The new EMBOSSED CODE DATER for famous Doughboy Continuous Band Sealers makes your packages more sanitary and easier to handle . . . is the perfect method for foods and other edibles. And, of course, with the Doughboy Sealer, you get a positive seal every time!

Use the coupon below for complete information on the new Doughboy Embossed Code Dater and the complete line of Doughboy Heat-Sealing Packaging Machines.

Seal it right with . . .



**Doughboy Industries, Inc.,
Mechanical Division, New Richmond, Wis.**

Please send me complete details about Doughboy Continuous Band Sealers and the Doughboy Embossed Code Dater.

NAME
TITLE
COMPANY
ADDRESS
CITY ZONE . . . STATE

show items of particular interest **Car**

F

or a first show, this one by The Packaging Machinery Manufacturers Association was an outstanding success. Because it was limited to suppliers of packaging machinery and materials, it was smaller than the AMA packaging show in size. However, for that same reason it provided a more concentrated review of machinery and materials, and was less cluttered with extraneous exhibits.

Some of the machinery, materials and processes that seemed particularly pertinent to candy manufacturing are described below.

Hansella Machinery Corporation displayed a transwrap style machine with the necessary electronic equipment to run on Saran, the first time a machine has been displayed using Saran on this type of application. With a small number of attachments, this machine can also be operated on any heat sealable packaging material.

Cartridge Pak Company displayed a large range of products packaged on their equipment in the familiar Chub style of package. The most familiar products to appear in these packages are cheeses and prepared meats. However, about two years ago Debs of Evanston, Illinois put out a very good fudge in this package, but was not successful in marketing it. From the standpoint of protection, it is as good as anything available, for it uses Saran with an airtight seal. If some firm can merchandise this package so the consumer recognizes it as candy, it should be successful.

The Toledo Scale Company displayed a carton

rest "Candy Packaging"

BY STANLEY E. ALLURED, EDITOR

classifier which separated cartons from a single conveyor into two other conveyors by weight. This equipment could be a quality control station, as it will weigh to one bar in a shipping case. It could also be used to separate two types of cases mixed on a line by the difference in weight.

International Staple & Machine Company displayed a high speed air operated stapling machine that automatically centered a carton over the staple heads and simultaneously stapled top and bottom.

Package Machinery Company displayed a very high speed overwrapping machine for small packages, that will overwrap 400 per minute with any heat seal material. The maximum size on this machine is not much larger than the cough drop package.

Somewhere between 20 and 30 bag making machines were displayed with a tremendous range of capacities and features. One particular machine displayed by Hudson-Sharp Machine Company is worthy of note not because it is the biggest or fastest but because of a unique feature. It forms a flat bag from rolled stock and the instant it is completed it is upright and open. It can therefore be filled immediately and conveyed to sealing machinery.

Peters Machinery Company displayed a bag sealing and labeling machine rated at 70 or more bags per minute. This machine takes filled bags on a conveyor and will tuck the gusset, seal the bag, and apply a header label.

For Maximum Protection at Lowest Cost



SWEETONE WAVEE PARCHMENT is the most economical grease proof box pad sold today. It is ideal when used as a safeguard against breakage for candy.

Write Today for a new folder containing actual samples of our complete line of Sweetone Paper Products for manufacturing confectioners including:

Glassine	Chocolate Dividers
Waxed Papers	Boat & Tray Rolls
Wavee Parchment	Layer Boards
Embossed Papers	Die Cut Liners
Candy Box Paddings	

George H. Sweetnam, Inc.

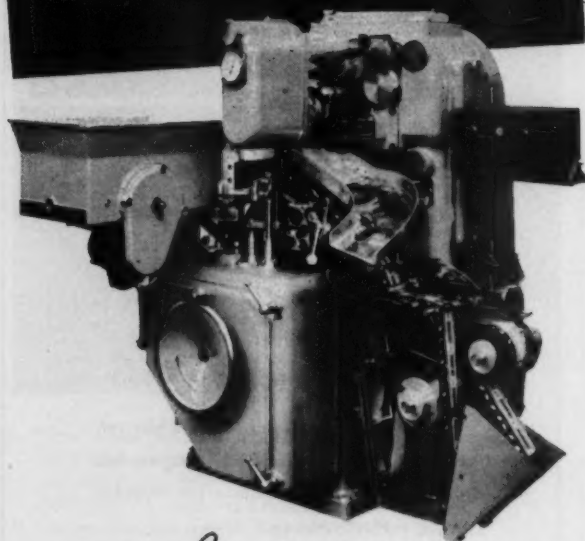
282-286 Portland Street, Cambridge, Mass.



Representatives in Philadelphia, Detroit, St. Louis, Chicago, Dallas, New Orleans and Los Angeles

Look at the performance of this twist-wrapper!

Single end twist wrap	up to 250 per minute
Side bow twist wrap	up to 250 per minute
Double end twist wrap	up to 350 per minute
Bon bon fold wrap	up to 250 per minute
Pointed wrap and heat seal	up to 250 per minute



^{GD} *Supermatic* **2350 SUPER**

is new—with new techniques and speeds that open a new era in the twist wrapping of hard form, solid or filled candies.

For further information write to

SUPERMATIC PACKAGING CORP.

132 Pacific Street, Newark 5, N. J.

This same firm had an amazing cookie sandwich making machine that was actually operating at 1400 sandwiches per minute. It fed a bottom cookie, laid a filling on top and dropped a top cookie, and delivered in staggered rows on a conveyor.

Clybourn Machine Corporation had a cartoning machine arranged to set up candy cigarette cartons, fill them and close them.

Lynch Corporation displayed a sandwich machine hooked up to their bar wrapping machine. The sandwich machine, by Quality Machine Company, would run 300 to 400 per minute on round or square cookies or crackers. The sandwiches are gathered into nearly any combination from one to six or eight per package, and feed into and through the wrapping machine automatically.

Of some interest was the display of tube filling equipment. This style of package, familiar primarily in its use for toothpaste and shaving cream, appears to be on the verge of a major development in the food field. There seems little or no application for candy as such in this type of package, but there is quite a wide range of products very closely related to candy in method of manufacture that would seem to be prime prospects for this style of package. These would include various styles of ice cream toppings, such as butterscotch, fudge, marshmallow, etc. There would also seem to be a market for a frosting mix, since the tube opening can be shaped to any design. A housewife with a series of tube frosting tubes in different colors with different shaped openings could make a very elaborate cake design.

A fascinating packaging development and one that seems to hold out unique promises in candy is the use of Mylar bags to hold prepared foods. These bags can be dropped unopened into a pan of boiling water and left there long enough to thoroughly heat the contents. The bag can then be opened and emptied onto a plate for service in the home. At present a famous New York restaurant is selling its prepared meals in this package, giving the consumer a frozen meal that can be heated up and served with no muss whatever and yet providing the perfect flavor preservation of a frozen food. This application of packaging would appear to be a great boon for the American housewife during caramel apple time. Instead of the tedious job of unwrapping individual caramels and melting them down in a double boiler, this type of Mylar bag filled with unwrapped caramels could be dropped in a pan of boiling water to melt. After melting, the apple on a stick could be inserted into a slit in the bag and twisted to coat. To anyone who has followed the directions on a familiar caramel apple promotion, the above procedure appears very attractive indeed.

The above discussion of certain machines is far from a complete report on this Exposition. We suggest that those who can lay their hands on a 1958 calendar, mark the dates March 24-27 for a show that should not be missed.

new packages



Paul F. Beich Company is using a four color cellophane overwrap on their 160 count caramel boxes to convert them to consumer packages for the Halloween season. The wrap is the same for all four flavors of taffy caramels, the particular flavor in each box shows through the unprinted wrap at the end of the box.



D. L. Clark Company is printing recipes for the use of Clark bars in home cooking on the back panel of their 6-bar pack. Recipes include one for pie filling, cookies, custard and two for frostings.



Candymasters, Inc. is packing a counter display carton of 52 bars, including an assortment of three of the firm's regular bars and the new Caramel Nut bar. It is priced as a 48 count box.



IT'S COMPAK FOR Cracker Jack

"...the new Hayssen COMPAK fills our every need for accuracy, speed, production and has cut our packaging costs."

Mr. Don Vater
The Cracker Jack Co.

"COMPAK" will do the same for your packaging. That's the way it's built, that's the way it runs. Forms the package directly from roll stock. Fills the package to exact measure. Packages are hermetically sealed with straight cutoff. Perfect printed design register. Let our experienced packaging engineers help you with your packaging problems. Write us today for further information.

HAYSSEN

MANUFACTURING COMPANY • Dept. MC-10 • SHEBOYGAN, WIS.

first in Automatic Packaging Since 1910

Albany • Atlanta • Boston • Chicago • Dallas • Denver • Detroit • Houston • Jackson, Miss.
Los Angeles • Minneapolis • New York • Philadelphia • St. Louis • San Francisco • Montreal • Toronto

If it's a question of

various
sizes

BATTLE CREEK

has the answer

Illustrated is the Battle Creek Model 46, precision engineered to handle delicate packages from $4\frac{1}{2}$ " to 10 $\frac{1}{2}$ " long, $2\frac{1}{2}$ " to 6" wide and 1" to 3" high at speeds of 60-100 per minute.

Battle Creek versatility permits wrapping of dozens of different sizes on a single machine with as little as 10 minutes changeover time. Continuous Flow® helps make every package an impulse selling showcase, and Battle Creek's careful engineering gives you efficient, quick-change performance and package handling at lowest cost.

LET US WRAP YOUR PRODUCT. Send us samples of your products (or if they are perishable, describe the packages and sizes) and tell us the kind of overwrapping you require. We will either wrap and return them promptly with our recommendations, or give you our best suggestions in answer to your inquiry. If you have specific questions, we would welcome a letter from you.

"Continuous Flow" Packaging

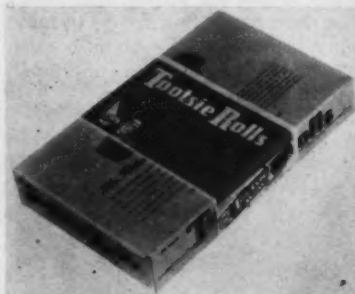
BATTLE CREEK
packaging machines, inc.

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new packages




Bunte Brothers Chase Candy Company is using polyethylene bags for Christmas hard candy. The bags are designed almost identically with their "preferred" bag line used for their staple candies in cellophane.




Tootsie Rolls is using a printed band around their regular 24 count boxes of Tootsie Rolls and Tootsie Roll Pops, to promote their sale as a unit to consumers for the Halloween season. This is similar to the packaging used by this firm last year.




The Spangler Candy Company has joined a growing movement of firms marketing candies in these round plastic-coated paper containers. Originally created for ice cream packaging, these containers are modified with a window in the lid for candy.



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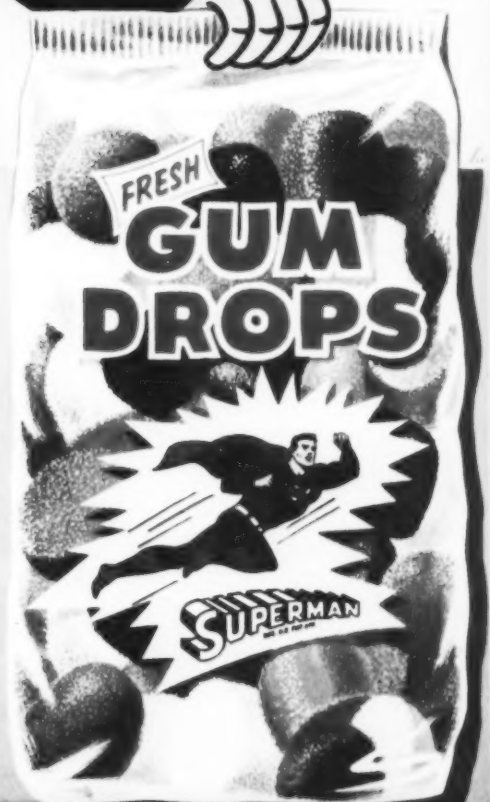
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WITH THIS NEW, LOW PRICED,
FULLY AUTOMATIC MACHINE**

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Here's an amazing new money maker that can pay for itself in profits from as few as 3000 bags per day. Look what you get with the new Triangle Elec-Tri-Flex:

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Here truly are advantages not found in similar equipment at twice the price or any price. Return the coupon for full details on the new, automatic Triangle ELEC-TRI-FLEX, today!

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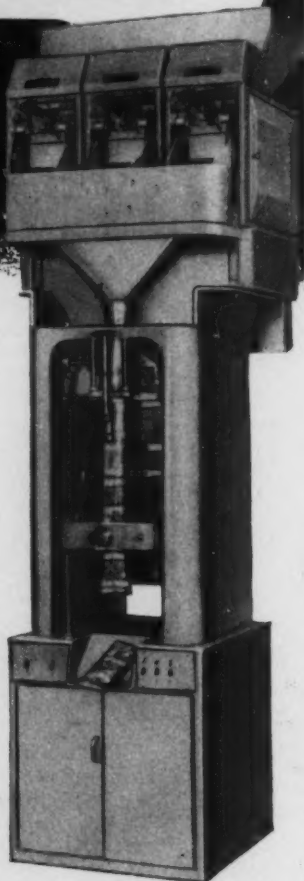
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ON THESE POINTS:**

- **LOW COST**
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TRIANGLE

**TRIANGLE PACKAGE
MACHINERY COMPANY**

6639 West Diversey Avenue
Chicago 35, Illinois

**new
packages**



Necco is using an ingenious carton that converts to a self-service counter display basket for their 2¢ chocolate covered peppermint patties. The side panels on the carton extend outward when it is removed from its shipping sleeve, to form a basket shape.



Good and Plenty now comes in a family size of one half pound. It is almost an exact replica of the five cent package.



Sweet N Tart is a new package of hard Candy by Phoenix Candy Co. Inc. It is a Saran bag tied with string, and printed in two colors.

new packages



Chicken Bones by Flavor Candy Company is wrapped in a new sky blue cellophane printed in several colors to give a realistic effect to the product illustration, and some of the raw materials going into the candy.



P-Chee Corporation is using a foil laminated to paper wrap for their carton of ribbon candy. The wrap is printed in six colors and provides the efficient moisture barrier that this product requires.



This display bin of reinforced cardboard is being made available to retailers in all fields by Clark. It is 58" high, 25" side and 12" deep, with the tray slightly below waist level.

X-ray photo of actual box of candy



GLASSINE PAPER

The inside story on Protective Candy Packaging

Chocolate presents a tricky inside packaging problem. It has a high fat content which will stain and seep through ordinary papers. This will not occur, however, when layer pads, cups, and dividers are made of glassine. The inherent density of this Rhinelander paper is the reason.

Many candy bar wraps are made of Rhinelander glassine. Its glossy, rich appearance and

smooth surface provide for excellent printing. Handles easily and economically on automatic packaging equipment. For added eye appeal, glassine is available in a wide variety of colors and in embossed, opaque, and translucent grades. Versatile glassine paper can fit your specific protective packaging requirement economically. Write for samples, stating application.



RHINELANDER PAPER

Rhinelander Paper Company, Rhinelander, Wisconsin
Subsidiary of St. Regis Paper Company

Helpful Books for Candy Plant Executives

Choice Confections

by *Walter Richmond*

This new book contains 365 formulas for making two batch sizes, one for hand work and one for machine work. There are instructions for each batch, with suggestions as to the methods of coloring and flavoring for variety. A glossary is included, both of candy and chemical terms. All of the formulas are cross indexed, and a complete chapter is presented on chocolate.

How to Salvage Scrap Candy

by *Wesley H. Childs*

This booklet is a complete revision of the author's work "Modern Methods of Candy Scrap Recovery" published in 1943. A considerable amount of information has been collected since that time on methods and techniques of salvaging scrap candy. This booklet covers all types of candy, and gives many practical and economical ways of converting scrap candy into a useful form for re-use.

A Textbook on Candy Making

by *Alfred E. Leighton*

Here is a textbook where the reader can learn the basic fundamentals of candy making, the "how" and "why" of the various operations in non-technical terms. Particular attention is given to the function of raw materials, and why each is included in a formula.

The Candy Buyers' Directory The Directory of Candy Brokers

1956 Edition

The Candy Buyers' Directory is an alphabetical and classified directory of wholesale candy manufacturers giving information on what type of candy is made by each firm, and in some cases the type of packaging used. The Directory of Candy Brokers is a geographical listing of over 600 candy brokers giving the accounts that they handle, the territory covered and the number of salesmen. This directory should be on the desk of every salesmanager as a reference guide. The information contained in these directories is not available in any other published material.

☐ How to Salvage Scrap Candy

\$2.00

☐ Choice Confections

\$10.00

☐ A Textbook on Candy Making

\$6.00

☐ The Candy Buyers' Directory and
The Directory of Candy Brokers

\$4.50

Book Department
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418 N. Austin Blvd.
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Gentlemen:

Enclosed is my check for \$.....to cover the cost of the books
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CALENDAR

October 9—AACT, Boston Section, 6:30 PM, Hotel Continental, Cambridge, Mass.

October 9—Central Pennsylvania Candy Club, York, Pa.

October 11—AACT, New York Section, Busto's Restaurant, Lower Manhattan, N.Y.

October 11—Metropolitan Candy Brokers Assn. Inc., Hotel Empire, 63rd St. and Broadway, New York City.

October 13—Carolina Confectionery Salesmen's Club, noon luncheon at Honey's Restaurant, Charlotte, N.C.

October 15—Chicago Candy Club, American Furniture Mart, 666 Lake Shore Drive, Chicago.

October 15—Confectionery Salesmen's Club of Philadelphia, 1:30 PM, 2801 Parkway House, Philadelphia, Pa.

October 16—AACT, Chicago Section, 6:30 PM, Graemere Hotel, Chicago, Ill.

October 16—Candy Executives & Allied Industry Club, St. George Hotel, Brooklyn, N.Y.

October 18—New York Candy Club, Park Sheraton Hotel, Manhattan, N.Y.

October 20—Sweetest Day.

October 20—Great Plains Candy Club, 12:30, Great Castle Hotel, Omaha, Neb.

October 26—Boston Confectionery Salesmen's Club, Inc., 8 PM, Kenmore Hotel, Boston, Mass.

October 27—Southwestern Candy Salesmen's Assn., 12:30, Sammy's Restaurant, 3900 Oak Lawn Ave., Dallas, Texas.

October 27—Dallas Candy Club, luncheon 12:30 noon, B&B Cafe, 3520 Oak Lawn Ave., Dallas, Texas.

November 3—Northwest Candy Club, Seattle, Wash., contact secretary for meeting place.

November 3—Kansas City Candy Club, The Town House, Kansas City, Kans.

November 5—Confectionery Salesmen's Club of Baltimore, luncheon meeting at Gannons Restaurant, Baltimore, Md.

November 5—Candy Production Club of Chicago, American Furniture Mart, 666 Lake Shore Drive, Chicago.

November 5—Pittsburgh Candy Club, noon luncheon, Eddie Aschner's Colonial Tavern, Route 51, Brentwood, Pittsburgh, Pa.

November 6-8—Canadian National Packaging Exposition, CNE Automotive Bldg., Toronto, Canada.

November 7—Buffalo and Western New York Confectioners' Assn., MacDoel's Restaurant, Buffalo, N.Y.

December 2-5—National Automatic Merchandising Assn., Annual Convention, Conrad Hilton Hotel, Chicago.

1957

April 25-26—Pennsylvania Manufacturing Confectioners' Association 11th Annual Production Conference, Lancaster, Pa.

June 9-13—National Confectioners Association Annual Convention and Exposition, Conrad Hilton Hotel, Chicago.

June 18-21—Southern Wholesale Confectioners Association, Inc., Convention and Trade Show, Jung Hotel, New Orleans, La.

July 28-August 1—National Candy Wholesalers Association Annual Convention, Chicago, Ill.

**QUALITY
MERCHANDISE
SHOULD HAVE
QUALITY
PACKAGING**

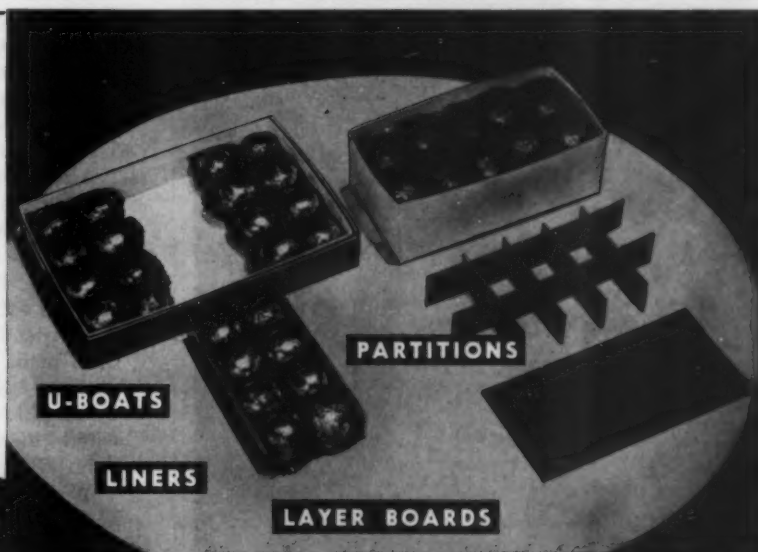
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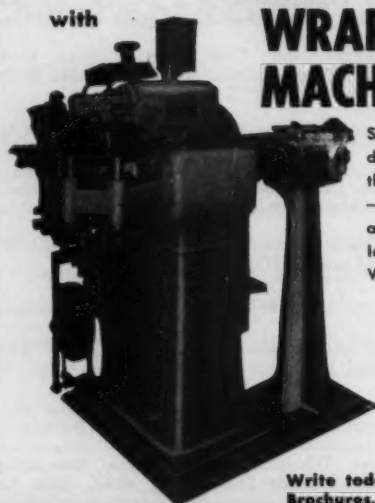
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ACT

NATIONAL

Secretary: Edward Heinz, Food Materials Corp.,
2521 W. 48th Place, Chicago 32, Illinois.

Our annual meeting this year was held on June 11th at the Massachusetts Institute of Technology. The Association is grateful to the many speakers whose contributions to the program made this such an informative and outstanding meeting; and to Dr. Proctor and his associates in the Food Technology Department of M.I.T. for the generous use of their facilities; and to the committee of our own members who so ably planned and executed this fine meeting—sincere thanks.

One of the highlights of the meeting was the presentation of the Stroud-Jordan Award to John M. Krno for outstanding contributions in the field of candy research. The presentation was made by 1st Vice-President C. R. Kroekel.

Also a highlight of the meeting was the decision of the membership—on motion duly made and seconded—to contribute \$1,000.00 from the Association treasury to support with N.C.A. further research on candy at the Southern Regional Laboratory. In keeping with this decision, your Council authorized the expenditure and the contribution has since been made. This contribution is significant of the progress being made by Candy Technologists, and is tangible evidence of our interest through research in maintaining the position of the candy industry in a rapidly changing technological world.

As you will note from the format of this letterhead, newly elected Officers and Councilors were installed at the annual meeting. A review of Association records reveals the story of untiring efforts on the part of all of the past officers of this young Association, and of the splendid cooperation of its members. President Otto H. Windt earnestly solicits this same support, and especially hopes that everyone will make an effort to enroll a new member so that the Association's efforts in disseminating an adult educational program on candy production will soon be received by all key production men and progressive allied tradesmen of our industry.

Include mailings to members of an increased

american association of candy technologists

amount of technical papers and practical information on candy production which will be informative, thought provoking, idea material. An abstract service is also being planned so as to post the members currently on all technical advancements published on candy. In addition to this—regular live technical meetings will be held in Boston, New York, Philadelphia, and Chicago Sections, and plans are underway to encourage the formation of Sections in other areas, so that current and ever changing technical data on candy production will be more readily available to all key production personnel in the industry.

To cover the mailings, addressing and other incidental charges, a nominal annual dues of \$5.00 is charged. A statement for your current dues will be in the mails soon, and it would be helpful if you would honor this upon receipt so that our mailing list can be put in order. When you send your dues, also enroll the name of another man or two from your organization. Remember, to stay alive technologically, everyone must know what's going on and what helps the industry advances your own interest.

BOSTON SECTION

Secretary: Donald G. Mitchell, Walter Baker Division, Dorchester 24, Massachusetts.

Meetings for this year have been planned around the general subject "The Use of Automation". Meeting dates are October 9, November 13, January 8, February 12, March 12, and April 9. All meetings will be held at the Hotel Continental, Cambridge, Mass. at about 6:30 P.M.

The October meeting is scheduled to discuss auto-

All persons interested in candy manufacturing, whether engaged in that field or supplying the industry with machinery, materials or services, are invited to attend any one of the sectional meetings. Contact the secretary for reservations and for further meeting information.



CANDY TREATS

taste fresher
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when packaged on the Automatic
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wrapper...

- Wraps 3 to 5 units per second!
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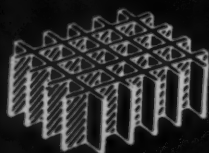
Manufacturers of Anding and Glasgow Presses, Folders, Inter-Folders, Laminators, Waxers, Embosser, Slitters, Shrinkers, Roll Winders, Pouching Machines, Trappers and Food Compacting Units.

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MURNANE PAPER COMPANY

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mation in handling, transporting and conditioning of raw materials. Olney R. Steffens of Penick and Ford, Ltd., will cover the subject of corn syrup, and Edward W. Meeker in regard to sugar.

CHICAGO SECTION

Secretary: Edward Heinz, Food Materials Corporation, 2521 W. 48th Street, Chicago 32, Ill.

All meetings for this year are scheduled at the Graemere Hotel, Washington Boulevard at Homan Avenue, starting with a dinner at 6:30 P.M.

Albert I. Keegan, attorney specializing in food and patent laws, spoke at the September meeting on "Government Regulations pertaining to Candy". Mr. Kegan, who has appeared before the club three years ago, gave a most interesting and informative talk.

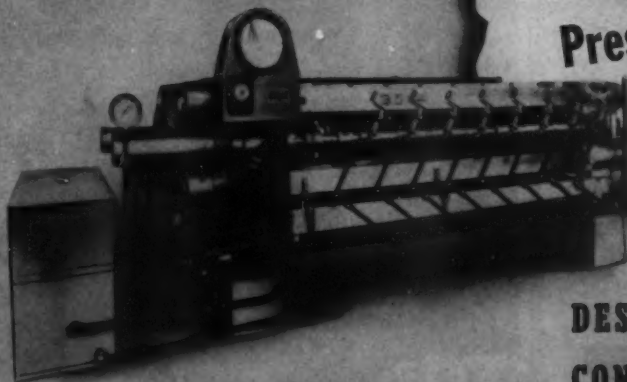
The meeting on October 16 will hear Dr. Robert Tischer, Director of Food Laboratories, Quartermaster Food and Container Institute, speak on "Radiation Preservation of Foods".

Dates for the remainder of the year are November 20, January 15, February 19, March 19, April 16, and May 21.

NEW YORK SECTION

The first meeting of the year was held September 13 at Bustos Restaurant, New York City. Felix A. Sims, Banner Candy Manufacturing Corporation, talked on "The General Use of the Revolving Pan in the Confectionery Industry".

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There is a variety of sizes of Carver Cocoa Presses to meet every requirement. We solicit your inquiries.

SUGAR REPORT

by Charles Fuchs

Little of importance has developed in the last month with quotations in all United States markets unchanged. In the East cane refiners have held an 8.75 selling basis and in certain Western sections beet sugar sellers have maintained an 8.10 price with cane competing in this territory at 20¢ over or 8.30.

There is still no reason to look for any change, at least in cane quotations for the balance of the year and what happens on beets will depend on the attitude of sellers with respect to a desire to market as much of their quota this year as possible. They are still well behind in sales as against last year and added to this, have a larger quota due to the new sugar bill, of some 85,000 tons.

With the new inflationary trend taking place in practically everything it is only natural to assume that it may affect sugar prices as well, even if to a small degree for next year. Shipping costs, stevedoring, loading, handling and manufacturing will all cost more. In addition labor costs will go up particularly on the island of Puerto Rico where a higher minimum wage goes into effect. This could result in the present Eastern 8.75 cane quotation being maintained as a low for 1957, although it is still too early to make any definite forecast. It will depend on the items mentioned above, together with the initial quota which is usually announced in the second half of December. This year, cane refined fluctuations were exceptionally limited, there being only one change from 8.65 to 8.75. By comparison, last year the range was 8.55 to 8.65 and the previous year 8.65 to 8.80. The gross average Eastern cane refined price for 1955 was 8.58, 1954 8.72 and this year will very likely be 8.735.

CANDY PACKAGING

Published bi-monthly by

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418 NO. AUSTIN BLVD.
OAK PARK, ILLINOIS

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THE CANDY BUYER'S DIRECTORY

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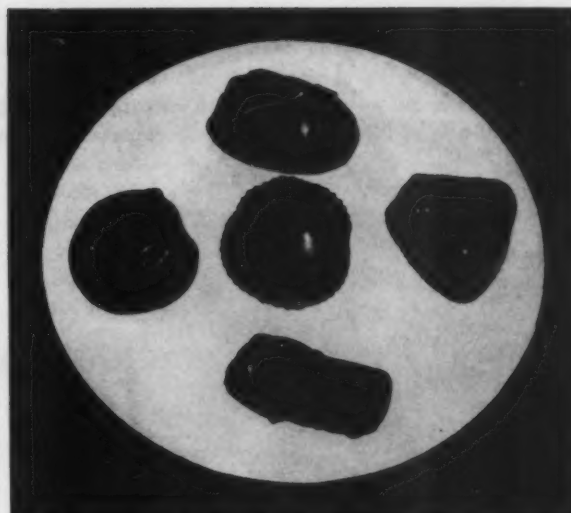
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Artificial chocolate candy for your salesman's sample case. No spoilage from weather or crushing.

Artificial chocolate candy for your window display. Economical. It pays for itself in one month's time, no waste, always in fine appearance. There is no need for window sun protectors as artificial candy is not affected with the sun and heat. No color fading.

Artificial chocolate candy is made from your candy sample, true to color and appearance. Write today for your sample.

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COOPER Paper Box Corporation, Dept. ME
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Please send us Display Brochure of Cooper-styled Boxes with prices.

Our firm name

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OCTOBER

Vol. 16, No. 4

1956

For October 1956 — 49

Polyethylene packaging for Hardies' candy is supplied by Milprint, Inc., Milwaukee, Wisc.



"The consumer definitely prefers *polyethylene-packed candy*"

That's the verdict of Donald M. Hardies, president, Hardies, Inc., Butler, Pa., after more than a year's profitable experience packaging candy in film made of BAKELITE Brand Polyethylene.

"We made the switch to polyethylene at the insistence of our customers—mainly super markets. These stores said that candy in polyethylene sold much faster than in any other package.

"From a manufacturing standpoint as well as retailing we like these bags because there is much less spoilage. Candy doesn't dry out. The heat-sealing is easier and the polyethylene bags have a much longer shelf life than former packages."

If you make or sell candy, you should make sure you're getting these advantages of packaging in film made of BAKELITE Polyethylene. Consult your packaging supplier, or for our "Candy Packaging" booklet, write Dept. RV-99.

*It pays to package
in film made of*



BAKELITE COMPANY, A Division of Union Carbide and Carbon Corporation UCC 30 East 42nd Street, New York 17, N. Y.
The term BAKELITE and the Trefoil Symbol are registered trade-marks of UCC

Candy Clinic

The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Some samples represent a bona-fide purchase in the retail market. Other samples have been submitted by manufacturers desiring this impartial criticism of their candies, thus availing themselves of this valuable service to our subscribers. Any one of these samples may be yours. This series of frank criticisms on well-known branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of The MANUFACTURING CONFECTIONER.

Assorted Candies

Code 10A6 Orange Slices 14 ozs.—29¢

(Purchased in a drug store,
Indianapolis, Ind.)

Appearance of Package: Good for this priced confection.

Box: Folding oblong shape, printed in green and orange. Cellulose window.

Slices:

Color: Good
Sanding: Good
Molding: Good
Texture: Good
Flavor: Good

Remarks: A good eating orange slice, well made and a good orange flavor. Cheaply priced at 29¢ for 14 ozs. The best we have examined this year at this price.

Code 10B6 Pecan Divinity Kisses 12 ozs.—\$1.00

(Purchased in a candy stand,
Indianapolis, Ind.)

Appearance of Package: Good

Box: One layer type, white glazed paper top printed in blue and silver. Cellulose wrapper.

Appearance of Box on Opening: Good

Kisses:
Color: Good
Texture: Good
Pecan Pieces: Very few
Taste: Good

Remarks: A well made kiss of this type but we found very few pecan pieces. Highly priced at \$1.00 for 12 ozs. Suggest again as many pecans be used at this price.

Code 10C6 Wild Cherry, Pineapple, & Peppermint Hard Candy Tablets In Rolls 1¼ ozs.—5¢

Sent in for analysis #4790

Appearance of Rolls: Good

Size: Very good for a 5¢ seller.

Wrapper: Inside wax paper wrappers, outside paper bands printed in colors.

Tablets:

Colors: Good
Texture: Good
Molding: Good
Flavors: Good

Remarks: Very good eating hard candy tablets. Neat and attractive wrappers. A large roll for this type of candy. Cheaply priced at 5¢ for 1¼ ozs.

Code 10D6 Panned Chocolate Wafers 9½ ozs.—89¢

Sent in for analysis #4788

Appearance of Package: Good

Container: Oval acetate container, white seal on top printed in green, red and gold. Piece is a round chocolate wafer panned in colors.

Wafers:

Colors: Good
Finish: Fair
Panning: Good
Molding: Good
Taste: Good
Center:

Color: Good
Taste: Good

Remarks: A well made piece of good quality. Finish was not up to standard. Gloss was partly gone.

Code 10E6 Assorted French Gums— Fruit Shapes 6 ozs.—89¢

Sent in for analysis #4789

Appearance of Package: Good

Candy Clinic Schedule For the Year

JANUARY—Holiday Packages; Hard Candies

FEBRUARY—Chewy Candies; Caramels; Brittles

MARCH—Assorted Chocolates up to \$1.00

APRIL—\$1.00 and up Chocolates; Solid Chocolate Bars

MAY—Easter Candies and Packages; Moulded Goods

JUNE—Marshmallows; Fudge

JULY—Gums; Jellies; Undipped Bars

AUGUST—Summer Candies and Packages

SEPTEMBER—Bar Goods; 5¢ Numbers

OCTOBER—Salted Nuts; 10¢-15¢-25¢ Packages

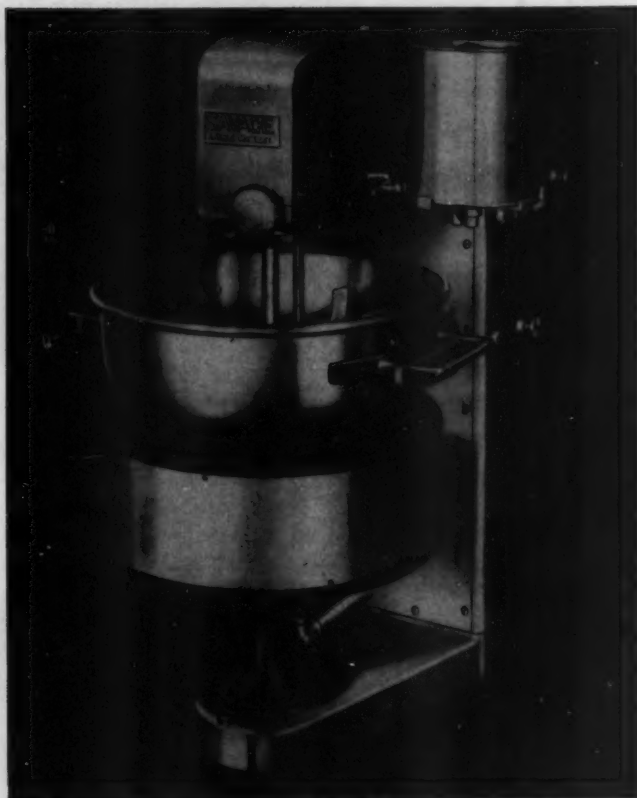
NOVEMBER—Cordial Cherries; Panned Goods; 1¢ Pieces

DECEMBER—Best Packages and Items of Each Type Considered During Year; Special Packages; New Packages

SAVAGE LATEST FIRE MIXER

MODEL S-48

Thermostatic Gas Control—Variable Speed



The Savage Latest Fire Mixer, Model S-48, is Streamlined and Sanitary and has many new features and conveniences:

- Automatic Temperature Control
- Variable Speed from 30 to 60 RPM
- Break-back within floor space 32" x 48"
- Aluminum Base and Body Castings
- Atmospheric Gas Furnace with Stainless shell
- Removable Agitator, single or double action
- Stainless Cream Can and Stainless Drip Pan
- Copper Kettle 24" diameter 12½" deep or 16" deep

You can save labor and obtain uniform batches by setting the thermostat for degree cook desired. It cooks and mixes batches of caramel, peanut brittle, peanut candies, fudge, nougat, gum work, and with double action agitator is ideal for coconut candies and heavy batches.

Your inquiry invited

SAVAGE BROS. CO.

2638 Gladys Ave.

Chicago 12, Ill.

Since 1855



Container: Round cardboard box printed in red, gold and blue. Imprint of Royal Crown in colors.

Appearance of Box on Opening: Good
Gums are in the shape of fruits.

Gums:

Colors: Good
Texture: Good
Finish: Good
Molding: Good
Flavor: Good

Remarks: The best French gums we have examined this year, at this price. Very well made and good flavors.

Code 10F6

Panned Liquid Filled Demi Tasse

9¼ ozs.—79¢

Sent in for analysis #4786

Appearance of Package: Good

Container: Oval shape acetate container, white seal on top printed in green, red and gold.

Demi Tasse: Piece is the size of a coffee bean.

Color: Good
Finish: Good
Panning: Good
Molding: Good
Flavor: Good

Remarks: The best coffee cordial we have examined in some time. Very good workmanship and piece is of good quality.

Code 10G6

Chocolate Lentils

11 ozs.—\$1.00

Sent in for analysis #4787

Appearance of Package: Good

Container: Round acetate container, gold seal on top printed in black.

Lentils: Piece had a solid chocolate center with panned jackets in colors.

Jacket:

Colors: Good
Finish: Fair
Panning: Good
Molding: Good
Taste: Good

Center:

Color: Good
Taste: Good

Remarks: A well made piece. Finish was not up to standard. Gloss was partly gone.

All Subscribers are entitled to send samples of their candies to the Candy Clinic for analysis and report. Address duplicate samples, with approximate retail price, to The Candy Clinic, c/o The Manufacturing Confectioner, 418 N. Austin Blvd., Oak Park, Illinois.

MANUFACTURING RETAILER

A neat wrapping desk

A simple engineering touch has eliminated a lot of extra space, labor and time in gift wrapping boxed candies for Mrs. Alene LaSalle, owner of the Jolly Rancher Candy Shop, in Boulder, Colorado.

Because space in the shop is limited, Mrs. LaSalle did not want to build a rack for rolls of wrapping paper along the counter tops or even sacrifice drawer space for the same purpose. After some study she hit upon the following idea.

Two slots are cut through the rear wall of the store, which is actually a partition separating the store from the storage area. Only a few inches of paper project through the slot, while the two heavy rolls of gift wrapping paper are mounted on the warehouse side of the shop, where they rotate easily and can be replaced in a matter of seconds when necessary.

A Formica insert on the counter top directly below the two slots provides space for the scotch tape dispenser, labels, seals, 4th class mail stickers, gift cards and envelopes, so that everything necessary for complete gift wrapping is handy in a minimum space.

Having two rolls of paper pulled through the slots gives the customer a choice, and with about a dozen choices of ribbons, ready made bow knots, flower clusters, etc., she can turn out a largely 'customized' package to the customer's order in about three minutes. It is also very easy to keep this section of the store clean and neat.



WHIPPING AGENT



is safer and surer !

★ CAN'T BE OVER BEATEN.

★ ABSOLUTELY STANDARDIZED FOR QUALITY.

Hyfoama is our only product. Our whole resources are devoted to making the safest whipping agent for the industry.

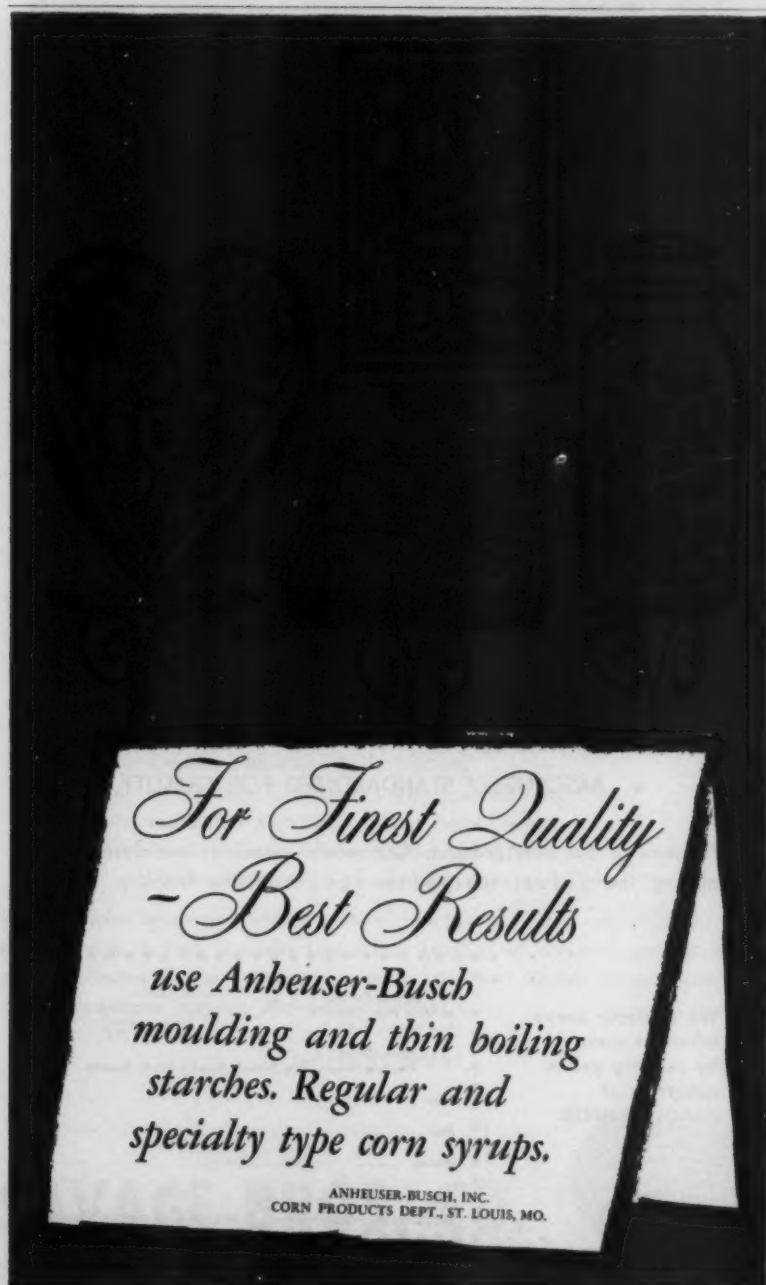
**We'll gladly prove
what we claim
by sending you a
collection of
CANDY SAMPLES.**

Manufacturers:

Lenderink & Co. N.V., Westerkade 20, Schiedam, Holland

O. J. WEEKS Co. Inc. ★ Pacific Coast:
 44 North Moore Street. A. C. J. SPIKERMAN, Ltd.
 New York 11, N.Y. 475 East Broadway,
 Vancouver 10, B.C.
 Please send me:
 Working Sample, New Formula Booklet, Candy Samples.
 Name _____
 Firm _____ Position _____
 Address _____
 City _____ Zone _____ State _____
 NOTE: for convenience in mailing, cut off Coupon and paste on postcard.

a clever sign "stops traffic"



*For Finest Quality
- Best Results
use Anheuser-Busch
moulding and thin boiling
starches. Regular and
specialty type corn syrups.*

ANHEUSER-BUSCH, INC.
CORN PRODUCTS DEPT., ST. LOUIS, MO.



The touch of humor in the sign above made passersby smile, and turned some into customers for a midwestern confectioner last year.

At first glance it appeared to be an enlargement of the familiar "Please don't open before Christmas" seals of yesteryear. On closer inspection, however, the sign is found to read "Please Open Before Christmas."

This touch of humor at a time when the average shopper is thoroughly weary of holiday shopping invariably brought a grin. It was also a subtle reminder to place orders for special boxes and orders for a large number of boxes early in order to avoid disappointment.

This sign is given a fair amount of credit for the heaviest store traffic in this store's history.



RIBBONS
BOWS and ROSETTES
for your CANDIES
Satin—Chiffon—Tinsel
Ribbons—Rayon Ribbonzene

R.C. TAFT CO.
25-27 SOUTH WACKER DRIVE
CHICAGO 6, ILLINOIS

Here's the new
VOSS SATYN-GLOSS
ENROBER BELT
 that lasts....and
LASTS....and
LASTS!

Two and a half years of testing proved this the *most advanced Enrober Belt we'd ever seen*—and we've been Belt specialists for the candy industry for many, many years!

Long life? Yes, sir! In fact, the actual production tests show that **SATYN-GLOSS** will stand up two or three times as long as any other Enrober Belt now in use—without cracking or checking.

And here's the bonus! Your candy comes off the Belt with beautiful satiny-gloss bottoms—the real *quality* look you need for sales!

We stand behind this Belt unconditionally. Send for further details now!

also... HI-GLOSS and HI-LUSTRE Enrobing Cooling Tunnel BELTS—for glossier bottoms ★ **END-LESS BOTTOMER and FEED BELTS**—White Neoprene Treated, or Plain ★ **PACKING TABLE BELTING**—Plain, or Treated with smooth white flexible coating ★ **CARAMEL CUTTER BOARDS** ★ **BATCH ROLLER BELTING** ★ **WIRE BELTING** for enrobbers and special conveyors ★ **CORRUGATED RUBBER PULLEY COVERS** ★ **CANVAS SPECIALTIES**

VOSS
BELTING & SPECIALTY CO.

5647 N. RAVENSWOOD AVE., CHICAGO 26, ILL.

118 E. 28TH ST., NEW YORK 16, N. Y.

18 RICHARDS CIRCLE, WEST NEWTON 65, MASS.

P. O. BOX 2128, HOLLYWOOD 28, CALIF.

Latini's Proven Profit Maker

**200 Pops Formed & Wrapped
Per Minute**

Low labor cost pop operation—one operator does work of 4 people.

The wrapped pops go right through for cooling, then packing.

There is no handling, chipping, breaking, etc.—

Die pop is free of fins—eliminating scrap.

Positive stick insertion—all straight and true.

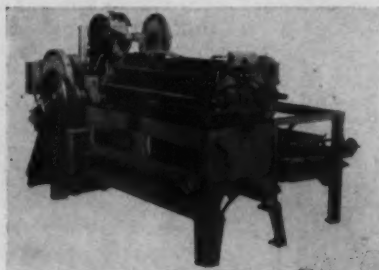
Weight of pop is variable without change of dies.

Sandwich wrap saves up to 50% of other type wraps.



**LATINI DIE POP MACHINE
WITH CONTINUOUS WRAPPING ATTACHMENT**

HOHBERGER BALL MACHINE

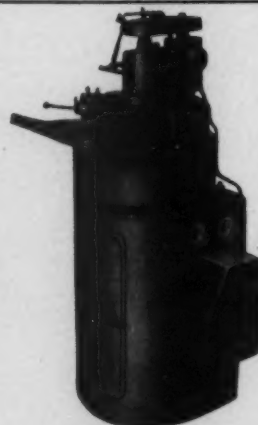


Only one operator required to produce up to 1,200 lbs. per hour. You can produce:

Balls—clear, pulled or honeycombed filled—
9/16" to 1 1/2" diameter.

Sunbeam starlights: stripes brought down to center without expensive inlay.

Root Beer Barrels and any other shapes.



RASCH AUTOMATIC TEMPERING MACHINE

Positive tempering achieved through sub-cooling and re-heating to working temperature.

Unit acts as pump, delivering chocolate to point of use.

Available in sizes to fit any application.

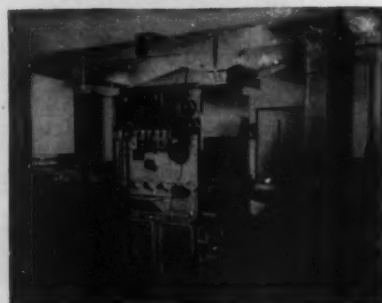
TR-5 — 300 to 1000 lbs. per hour

TR-10 — 500 to 2000 lbs. per hour

TR-20 — 1000 to 4000 lbs. per hour

TR-2—90-400 lbs. per hour.

HONTZ CLUSTER MACHINE

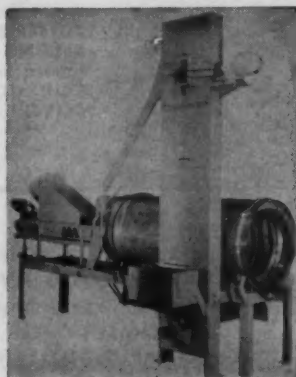


Uniform Clusters formed on enrober from any free-flowing nut.

No labor required

No floor space

Easily detached from enrober.



THE LATINI SANDER

Guaranteed to properly sand the full output of a mogul!

Enlarged steaming chamber.

Non-corrosive metals wherever steam and sugar meet.

Representative:

John Sheffman, Inc.

152 West 42 Street

New York 36, N. Y.

This is the last of nine articles designed to improve the speed and comprehension of your reading. They are due for publication soon in book form by Prentice-Hall, Inc.

Reading... a businessman's tool

CHAPTER NINE

How well do you read now?

BY NILA BANTON SMITH

In Chapter One you took a test to find out how well you read before you did any work with the material. You checked both your speed and comprehension in reading a non-technical selection at that time.

In this chapter you will have the opportunity to take another test to find out how well you read now. The article provided for this test is also non-technical and similar in ease of reading to the one which was presented in the first chapter. It is possible for you to read an article of this type at your highest rate. So force your speed as suggested in Chapter Two and use all other techniques which you have learned and which are applicable to the reading of this selection.

Following the reading of the article you will be given a speed check and a comprehension test. The results from these two checks will enable you to compare your speed and comprehension scores at the present time with those which you made in reading the article in Chapter One.

Jot down the time that you begin reading and the time that you finish, as usual.

Ready! Start!

Time begun _____

Can Reading Withstand the Competition?

"I count that man a friend," said Abraham Lincoln, "who gives me a book. Everything I want to know is in books."

Modern man might argue with Lincoln. He might

BYE BYE, BACTERIA!



Taylor CLEANLINER* Thermometers are easier to keep clean! One-piece stem construction eliminates bacteria-harboring cracks, crevices and joints. Housings hermetically sealed. Pyrex glass withstands direct steam in sterilizing. Exclusive BINOC* Tubing is easier to read, too. Wide variety of models and stem lengths available for every requirement. Ask your supplier, or write for Bulletin 98276.

Taylor Instrument Companies, Rochester, N. Y., or Toronto, Canada.

*Reg. U.S. Pat. Off.

Taylor Instruments
MEAN ACCURACY FIRST

say that now much that we want to know can be got from the radio, the television and the movies. Since Lincoln's time science has grooved many new channels of communication.

There is no arguing with the great value and utility of these new media. They are attractive and seductive. To read is to think, to conjure up in the imagination the scenes and characters suggested by the printed lines. Reading, in other words, is an active process. Sitting before the radio, the TV or the movies is essentially a passive occupation, a "spectator sport." Beyond doubt the new media have brought a great deal of ease into our hurried lives. They have also brought, at least to the minds of thoughtful men, an uneasy question.

What of reading now? The new media are so easy to take. Will they shortly force reading, which requires effort, to bow out of the picture? Is the day near when we will dust our libraries into the ash can and lose touch forever with all that sparkle, all that refreshment for mind and soul that great men and women have preserved for us between the covers of books?

The men and women who are seeking Reading Improvement these days say "No." They say only on the printed page can they find the specialized knowledge their jobs and social obligations demand. And in addition, many of these modern adults express unsatisfied hunger for the personal enjoyment which can be found only in reading novels, books

of travel, biographies and the great classics which have stood the test of time.

Needs for Reading

Daily the writer talks with adults who feel deeply the need for reading. A few of their quotations will be given below to indicate the types of reading needs which are being felt in this day and age.

Mr. B., a sales manager for a company which manufactures technical gadgets came with this story: "These gadgets that my company sells change so rapidly," said he, "that I just can't keep up with the developments unless I do a tremendous amount of reading. In my work I have to know all about these different products in order to talk with the salesmen in the field. If I don't speed up my reading, the time will soon come when I won't be able to go to bed at all."

Mr. K., an oil executive, expressed his needs for extensive and thorough reading in this way: "I *have* to know what's going on in the 'World of Oil'—oil markets, oil prices, supply and demand, new developments, effect of current happenings in the oil industry, etc. My trade journals and new periodicals are piling up on me. I *must* find some way of covering them more thoroughly and extensively. This information is vital to my work!"

Mr. K., a radio announcer, came with this story: "I've recently been made an announcer. The program to which I've been assigned is concerned with classi-

Quality is always remembered...



WILBUR-SUCHARD CHOCOLATE CO., INC., LITITZ, PA.

WILBUR-SUCHARD
Chocolate
COATINGS

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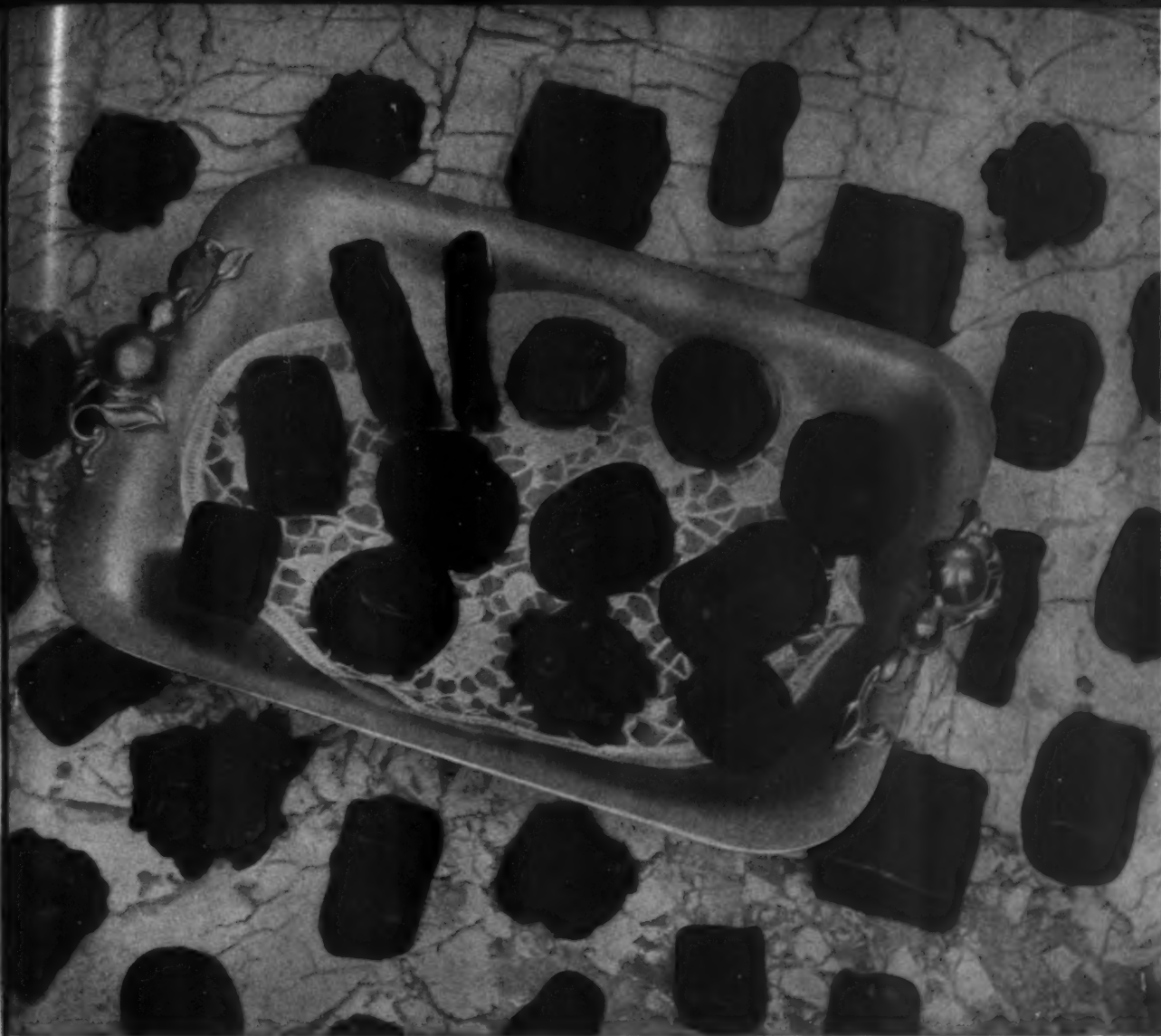
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for your fine candies

quality *Chocolate Coatings*

Ambrosia Chocolate Coatings are recognized for a smoothness that complements the creamiest centers; flavor that is full-bodied and rich; and a workability that assures the most demanding candy craftsman perfection of "stringing" and glossy finish.

Ambrosia
FOOD OF THE GODS

For samples and more information write to:
AMBROSIA CHOCOLATE COMPANY
Milwaukee 3, Wisconsin

MANUFACTURERS OF FINE CHOCOLATE AND COCOAS SINCE 1894

MERCKENS

Makers of Fine Chocolate and Cocoa

MERCKENS CHOCOLATE COMPANY, INC.

155 Great Arrow Avenue, Buffalo 7, New York

BRANCHES AND WAREHOUSE STOCKS IN

Boston, New York, Chicago, Los Angeles, Oakland, Salt Lake City, Seattle

Well-timed

TO GIVE YOU BETTER CONFECTIONS

DELIVERIES—on time to keep up your production schedules and a sweetener of the highest purity to maintain your standard of quality—this is the aim (and reputation) of the makers of Penford Crystal Corn Syrup. Due to a continuous laboratory-controlled process Penford Crystal Corn Syrup never varies from lot to lot to affect the taste or consistency of your product—and as for service try Penford and see for yourself why confection makers everywhere like to do business with Penick & Ford.



Penford Crystal Corn Syrup
Douglas Confectioners'
Molding Starch
Douglas Confectioners'
Thin Boiling Starch

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1831 MARITTA BLVD., ATLANTA, GA.

CEDAR RAPIDS, IOWA

18 CALIFORNIA ST., SAN FRANCISCO 11, CALIF.



cal music. I have to read continuously to find information about the great composers, the period in which they lived, the conditions under which they worked, the circumstances which led to certain compositions. Furthermore, I need to know about artists and poets and writers who lived contemporaneously with the music masters. All of this I need right along in my daily work. Immediately, I want to cover all of the works of Shakespeare—in this case, not because I need Shakespeare in my work too much but just because I've gotten interested in all of this classical stuff."

Mrs. L., an attractive black-haired woman of Iraqi-an birth, began with a timid approach but a determined eye. "My husband was an American," she explained with a charming accent. "He brought me to this country and taught me English and to read a little. Now the children beg me to read stories and the comics to them. I can't read well enough so they can understand. Today my three-year old said, 'Mum-mie, you should read better than that. I don't know what Peter Rabbit said.' Please teach me to read better so my children can enjoy the stories in their story books. And I'd like to do more reading on my own, too—current events, plays, novels, home magazines, etc. I feel that I'm missing a lot!"

Mr. H., President of a beverage company and a fabulously wealthy gentleman, was sixty and retiring. "All of my life I have longed to read," said he, "and never could spare the time. Now I am going to have

plenty of time but I read so slowly I won't be able to cover half of the books I want to. Speed me up so that I can satisfy the hunger that I've always felt for novels, books of travel, biographies—and all the rest."

Here we have a few examples of needs which individuals feel for reading—pressing needs for specialized information pertaining to their jobs, and personal needs for enlightenment and enjoyment.

Advantages of Reading

Not only do we need to read, but the medium of reading has certain advantages over the other media; advantages which are inherent in reading, itself, and which can be realized through reading and reading, alone.

In reading you are free to choose what you want and to interpret it in terms of your own thinking. It is inconceivable that Americans, brought up in the rough and tumble of democracy, would ever abrogate this right, would ever submit to having all their information and entertainment ladled out to them on a limited take-it-or-leave-it basis.

In reading, the heritage of the ages is stored up for us, and holds out to us an inexhaustible source for selection. Reading embraces a greater range and variety of material than is available through any other communication medium and it is readily available to us whenever our individual time or interests move us to explore the printed trailways.



STANcase
STAINLESS STEEL
EQUIPMENT

**STAINLESS STEEL
DRUMS**

MODEL 30--30 GAL.
MODEL 55--55 GAL.
(Covers available)

**ECONOMY
EQUIPMENT**

RUGGEDLY CONSTRUCTED FOR LIFE TIME WEAR.
FULLY APPROVED BY HEALTH AUTHORITIES.

Manufactured by
The Standard Casing Co., Inc.
121 Spring St., New York 12, N. Y.

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HANDLING
and STORAGE
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CONVEYOR SYSTEMS

Conveys sugar from
unloading point to
storage to production.
Inquiries invited

41 NORWOOD ST., BOSTON 22, MASS.

COLORED COATINGS

Add color to your package!

Bon bon coatings in pink, green,
peach, yellow and white.

**Nu Coat
Bon Bon
Company**

4338 N. Western Avenue
Chicago 18, Illinois

For the very best, use . . .

FLEISCHMANN'S FANCY PECANS

They look better

...Fleischmann's buyers have the experience needed to buy up the "pick" of the pecan crops.

...you get true fancy quality in appearance, color, character and uniform grading!

They stay fresher

...Fleischmann's policy of all-year-round shelling and frequent direct deliveries means the pecans are fresher when you get them!

**When it comes to quality pecans—
Fleischmann is First**

Fleischmann's Fancy Pecans
Standard Brands Incorporated
595 Madison Avenue, N. Y. C. 22, N. Y.
Gentlemen:

I would like to learn more about the advantages of using Fleischmann's Fancy Pecans. Please have your representative call.

Name

Address

Firm

City and State

Another advantage which reading has over other communication agencies is that it is speedier. For an efficient reader, reading is more economical of time than TV, radio or pictures. The rapid reader, for example, could probably gather as much information by skimming a newspaper for five minutes as he could obtain from a fifteen-minute broadcast slowed down to the rate of the commentator's oral speech and interspersed with commercials, station identification, and other radio conventionalities. Try it and see!

Reading has still another significant point in its favor as compared with the more modern media. The reading process is more adjustable to our individual purposes and rates of assimilation. In reading, the individual may proceed at his own pace, he may choose that to which he wishes to give attention and skip that in which he is not interested. If he doesn't quite understand a phrase or sentence; if he enjoys some particularly beautiful passage and wants to linger over it—then he may turn back and go over the particular section again as many times as he likes. While in the movie, radio and television there is one aimed at mass consumption—that is all. Maybe you didn't understand parts of the presentation, maybe you would like to see or hear parts of it again, maybe it was too slow for you, maybe it was too fast for you! But all of this is beyond *your* control in using all media except reading.

Surely the movie, the radio and television have entrenched themselves in American life to such an extent that no one would care to argue the possibility

of their endurance and future possibilities. They are truly wonderful inventions and most of us would feel that life would be drab, indeed, without them. There is and should be a very large place for these mass communication media in our present-day living. But this doesn't necessarily mean that the activity of reading is going to pass out of the American scene.

No, reading is not on its last legs. On the contrary. Rising book sales and peak magazine subscriptions indicate a growing interest in reading, partly, one suspects, because the newer media of communications are stimulating among an ever-widening audience a desire for the benefits which reading and reading alone can provide. Reading will hold its own because it has advantages which are inherent in reading itself, advantages that can be fruitfully supplemented but never displaced or duplicated by any other form of communication.

Checking Your Speed

Time Begun	:
Time Finished	:
Reading Time	:
Reading Rate	:
Comprehension Score	:

Write the time begun, time finished, and reading time in the table above as usual. Compute your reading rate by referring to the scale below and write that number in the table, also.



MAXIMUM COVERAGE

from each pound of coating

Are you sure that you are covering as many centers from each pound of coating as possible? Many manufacturers are not and don't realize it.

Only the Stehling Mixer gives you a large supply of liquid chocolate, properly melted, properly manipulated, and held in suspension ready for the most economical coating operation.

Chocolate manufacturers use the Stehling Mixer as an emulsifier. The manufacturing confectioner also needs the emulsifying action to provide his enrobers and dippers with chocolate of original and uniform viscosity.

You can save money on coatings with a Stehling. Write today for particulars.

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Factory Representative: G. B. Hislop
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FOR SWEETS THAT SELL!

THROUGH INGREDIENT UNIFORMITY



With a wonderland of tempting "goodies" before her, she makes *one* choice! Why *this* particular sweet over all the rest?

Eye-appeal, flavor goodness and smooth texture are factors which have influenced her decision. Be certain when fingers point, they point at your product. Rely on the controlled uniformity and high quality of Union's *Confectioners' Starches*,

Corn Syrup Unmixed and *Caramel Colors* for your confectionery products!

Our Sales Service Department will be happy to assist you with any technical problems. There's no obligation, of course!



UNION SALES CORPORATION

Distributor for UNION STARCH & REFINING COMPANY
COLUMBUS, INDIANA

For
SUPERIOR QUALITY
and
SENSIBLE PRICES
it's
VORMENFABRIEK
MOLDS



- Bars - shell goods - novelties
- Stock or original designs
- For any automatic plant or for hand operation

Call or Write

JABEZ **BURNS** AND SONS, INC.

11th Ave. & 43rd St., N.Y. 36, N.Y. LA 4-4507
Representing N. V. Vormenfabriek, Tilburg, Holland

"BUSH" Manufacturing Chemists

Since 1851 we have specialized in the distillation of Essential Oils and the manufacture of Flavoring Materials and Food Colors, and over this long period have established and maintained a world-wide reputation for Quality.

SOME OF OUR SPECIALTIES

IMITATION PINEAPPLE FLAVOR 4253

One of our outstanding specialties, imparting the character of the true fruit, a real fresh pineapple flavor.

IMITATION COCONUT FLAVOR 4127

Accurately reproduces real coconut flavor. For all types of candy; a necessary ingredient wherever coconut is used; particularly valuable for reinforcing the flavor of shredded coconut.

IMITATION JAMAICA BANANA FLAVOR

This preparation gives the flavor and aroma of the ripe red Banana to a remarkable degree.

— Write for Samples and Full Directions —

W. J. BUSH & CO., Inc.

**137 Boston Post Road
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TEL. GREENWICH (CONN.) 8-8363 OR DIAL WESTMORE 7-3434

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BRANCH OFFICE & WAREHOUSE: 605 W. Washington Blvd.,
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CONVERTIT®

Guaranteed
pure and free
from preserva-
tives.



FOR PERFECT CREAM CENTERS

CONVERTIT, the pioneer standardized invertase of the candy industry, has proven its value in better cream centers for more than a quarter of a century.

ROLLED and CAST CREAMS containing CONVERTIT can be made in quantity in advance, and when properly stored will keep satisfactorily for many months . . . without danger of drying and fermentation.

CONVERTIT is ready for instant use, easy to measure and mix . . . always uniform and dependable.

Order your supply of CONVERTIT direct or through your jobber.

THE NULOMOLINE DIVISION AMERICAN MOLASSES COMPANY

Manufacturers of NULOMOLINE® (Standardized Invert Sugar) and Syrups

120 WALL STREET, NEW YORK 5, N. Y.

330 East N. Water St., Chicago 11, Ill. 1300 West 3rd St., Los Angeles 17, Calif. NULOMOLINE, LTD.: 1461 Parthons St., Montreal, Can.

MIN- UTES	5%	5	4%	4	3%	3	2%	2	1%	1
WPM	244	268	298	335	383	446	532	670	890	1340

Checking Your Comprehension

Without referring back to the article, read these statements and write "Yes" at the beginning of each one which you think is correct, and "No" at the beginning of each one which you think is incorrect.

1. Modern man would probably agree with Lincoln in his attitude toward books.
2. Television requires more active effort than reading.
3. There is no arguing with the great value and utility of the new media of TV, radio and movies.
4. The oil executive felt a need to do more reading in connection with trade journals and periodicals that had a bearing on his special field.
5. The radio announcer wanted to do more reading of Shakespeare because he needed it particularly in his work.
6. The President of the beverage company particularly wanted to read more information about his business.
7. Reading embraces a greater range and variety of material than is available through any other communication medium.
8. For an efficient reader, reading is more economical of time than TV, radio or pictures.
9. Reading is more adjustable to our individual purposes and rates than other media of communication.
10. Book sales and magazine subscriptions are suffering heavy losses due to the newer media of communication.

Check the accuracy of your answers with the key below. Allow a score of 10 for each correct answer. Record your total score in the appropriate space in the table on page 62.

KEY

ON 10		
Yes 6	NO 9	NO 3
Yes 8	NO 5	NO 2
Yes 7	Yes 4	NO 1

Comparing Results

Compare the rate and comprehension scores which you made in reading this article with the ones you made in reading the first article in this series.

The scores from this last test should show that you have made much improvement. This improvement should not cease, however, with this last chapter. No end points have been found for the number of words per minute which an individual can read, nor for the depths of comprehension which he may attain. Keep on practicing the techniques which you have been taught, and keep on improving! The frontier is open to all who care to adventure in the realm of reading improvement.

Walter H. Kansteiner Company

Raw Material Brokers

1737 W. Howard Street, Chicago 26, Illinois

Bachman Chocolate Manufacturing Co.—Chocolate

R. E. Funsten Company—Pecans, Black Walnuts

Lever Bros.—Shortening—Vegetable Oils

Petran Products Corporation—Vanilla

Western Condensing Co.—U. S. Extra Grade Dairy
Whey

The Confidence of the Purchaser is in the Integrity of the Seller
... Our Greatest Asset.

ALWAYS AT YOUR SERVICE

In Cocoa Since 1899

EMIL PICK CO.

COCOA BROKERS

80 WALL ST.

NEW YORK, N. Y.

BOWling Green 9-8994

COCOA BEANS — COCOA BUTTER

Cocoa and Chocolate Products

Big Candy names use

HOOTON

CHOCOLATE

COATINGS • LIQUORS • COCOAS

HOOTON CHOCOLATE COMPANY

NEWARK 7, NEW JERSEY

STATEMENT REQUIRED BY THE ACT OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 3, 1946 (Title 39, United States Code, Section 233) SHOWING THE OWNERSHIP, MANAGEMENT, AND CIRCULATION OF

The Manufacturing Confectioner, published monthly at Pontiac, Illinois, for October 1, 1956.

1. The names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, Mrs. Earl R. Allured, 418 N. Austin Blvd., Oak Park, Ill.; Editor, Mr. Stanley E. Allured, 418 N. Austin Blvd., Oak Park, Ill.

2. The owner is: The Manufacturing Confectioner Publishing Co., 418 N. Austin Blvd., Oak Park, Ill.; Mrs. Earl R. Allured, 418 N. Austin Blvd., Oak Park, Ill.; Allen R. Allured, 418 N. Austin Blvd., Oak Park, Ill.; James W. Allured, 418 N. Austin Blvd., Oak Park, Ill.; Stanley E. Allured, 418 N. Austin Blvd., Oak Park, Ill.

3. The known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: None.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

Sworn to and subscribed before me this 19th day of September, 1956.
[SEAL] STANLEY ALLURED, Editor

(My commission expires March 5, 1958)

DORIS G. EINFELDT



The MANUFACTURING CONFECTIONER'S

Clearing House



MACHINERY FOR SALE

FOR SALE

Model S #3 Savage Fire Mixers.
50 gal. Model F-6 Savage Tilting Mixers, stainless kettle.
200 lb. Savage Flat Top Marshall-low Beaters.
Friend Bostonian Model and Merrow Cut-Rol Cream Center Machines.
50" two cylinder Werner Beater.
1000 lb. Werner Syrup Cooler.
200 lb. to 2000 lb. Chocolate Melters.
Simplex Gas Vacuum Cooker.
Simplex Steam Vacuum Cooker.
600 lb. Continuous Vacuum Cooker.
Form 3 and Form 6 Hildreth and Factory Model American Pullers.
6' and 7' York Batch Rollers.
National Model AB Steel Mogul.
National Wood Starch Buck.
38" Copper Revolving Pans.
B II and Dayton Cream Beaters.
100 gal. Copper Mixing Kettle with Double Action Agitator.
We guarantee completely rebuilt.

SAVAGE BROS. CO.

2636 Gladys Ave. Chicago 12, Ill.

FOR SALE: Handy One Man Triumph hand roll type center depositor, stainless steel. Latest model, 24,000 pieces per hour, rigid steel frame, bronze bearings, like new, used only few weeks, crated ready to ship; ball type Racine Snow Plow cream beater and motor, inside, 62" wide, 7" deep, capacity 300 pounds, 5 H.P. 3-phase motor, perfect condition (both motor and beater), crated ready to ship; Mills hand drop machine, first class condition, two sets bronze rollers (for two size oval pieces). Like new, \$25; gas batch warmer, excellent condition, \$10; nut cooker, excellent condition, \$10. Barbara Fritchie Shoppes, Frederick, Md.

FOR SALE: Hudson Sharp 2W6, side feed, for bar 1 1/4" x 3 1/4" x 3/4"; TL-A Machine used very little; Thos. Mills Jap Cutter. Box 965 The MANUFACTURING CONFECTIONER.

FOR SALE: 1 High Speed Rose Twist wrapping machine No. 500 which will wrap a piece 1 1/4 x 1/2 round; 1 EP Sucker machine with conveyor and 3 sets of rollers. Box 961 The MANUFACTURING CONFECTIONER.

FOR SALE: 22-B individual piece Wrapper; Racine Super Duplex Sucker Machine, excellent condition; Simplex Steam Vacuum Cooker; Wrap-Ade lolly-pop Wrapper; LP-3 Package Machinery Pop Wrapper. Box 964 The MANUFACTURING CONFECTIONER.

MACHINERY FOR SALE

FOR SALE: 1 Girdler Votator, and parts for improved wood mogul. Fred W. Amend Co., Danville, Ill.

FOR SALE: 1 32" National Enrober.
2-Peerless Plastic Machines with 1 die each. 6-York Batch Rollers. 2-Old type Hansella Batch Rollers. 2-1000 lb. National Chocolate Kettles. 1-800 lb. Duplex Chocolate Kettle. 1-Hudson Sharp Wrapping Machine with electric eye. 1-2 Barrel Reade Dough Mixer. 1-Hohberger Continuous Cooker. 2-10 HP Mears Kane Steam Boiler. 2-Lynch Wrapper with card feed and electric eye. Gold Medal Candy Corp., 2849-67 W. 8th St., Brooklyn 24, N. Y.

FOR SALE

2 1000# National continuous cookers complete with precook kettles, extra tall vacuum columns and motor driven candy pumps. Last used in making DUM DUMS. Akron Candy Company, Bellevue, Ohio.

FOR SALE: Chocolate melter 100 lb. size, 4 ft. Dayton cream beater, Marshmallow beater, all motor driven, reconditioned and priced right. National Confectioners Machinery Co., P.O. Box 235, Cincinnati 1, Ohio.

FOR SALE: Burns Split Nut Blancher, used very little, Coffee & Nut Roaster Whole Nut Blancher, Abrasive Rollers, One, Racine Depositor, complete with Tunnel, used only one month. All very reasonable, for quick sale. Box 1065 The MANUFACTURING CONFECTIONER.

FOR SALE: Hohberger Continuous Cream Machine; 600-lb. N.E.-type Continuous Hard Candy Cooker; Lynch 5¢ Patty Wrappers. Box 1064 The MANUFACTURING CONFECTIONER.

FOR SALE: Instant Fondant Machine; Simplex Gas Fire Cooker; Rose 500 Machine, 1/2" x 1 1/4"; Fitzpatrick Model D Commutator. Box 1063 The MANUFACTURING CONFECTIONER.

FOR SALE: PRACTICALLY NEW 18" Smith Double Arbor Nougat or Caramel Cutter—used only three months. Reasonably priced and available for immediate shipment. Katharine Beecher Candies, Manchester, Pa.

MACHINERY WANTED

WANTED: 2W6 Camel Hudson-Sharp wrapping machine. Please state condition, quotation and where machine may be inspected. Box 862 The MANUFACTURING CONFECTIONER.

MACHINERY WANTED

WANTED: 150 gal. Stainless Steel, 10 lb. Steam Pressure, open top, bottom outlet, Steam Kettle; Lynch Wrap-Matic wrapping machines with side feed and electric eye; 80 quart heavy duty vertical Mixers. Box 968 The MANUFACTURING CONFECTIONER.

POSITIONS WANTED

CANDYMAKER, over thirty years' experience desires position as an all round retail or wholesale candyman. Able to take full charge. Best of references. Box 968 The MANUFACTURING CONFECTIONER.

ACCOUNTANT, COST ACCOUNTANT, with over fifteen years in the chocolate industry, is available at any time due to organization changes. Will relocate if necessary. Box 1061 The MANUFACTURING CONFECTIONER.

FOREMAN in general pan line, including cream and slab work, pectin starch, jelly, bubble chewing gum base chocolate for summer and winter coating. Also will go abroad as adviser and teach the above. Best references. Box 272 The MANUFACTURING CONFECTIONER.

HARD CANDY & PRESSED MINT PRODUCTION EXECUTIVE available part time anywhere. Over 20 years of successful production and merchandising experience with Life Savers Corp. Can assist new or established manufacturer produce product of top quality with potential leadership. K. W. Larsen, 8343 Lake Shore Drive, Gary, Ind.

PAN CONFECTIONS CONSULTANT. 28 years of top level experience in all phases of pan confections. Skillful coordinator of materials, men and machines for efficient profitable production. Box 1066 The MANUFACTURING CONFECTIONER.

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"Cellophane" BAGS

SHEETS • ROLLS • SHREDDINGS

Cellophane rolls 100 ft. or more

ALSO MADE OF OTHER CELLULOSE FILM

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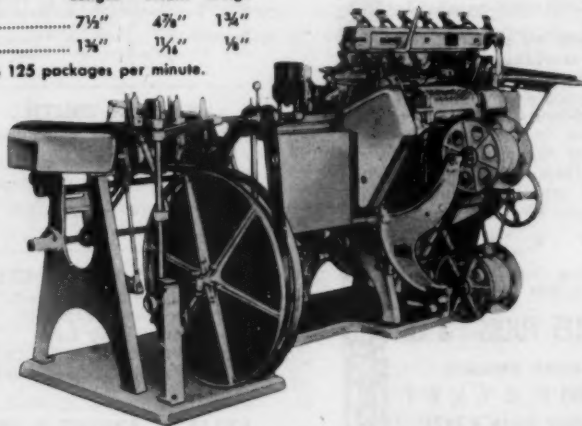
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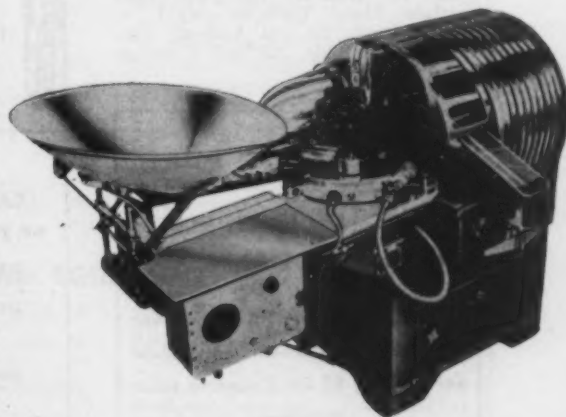
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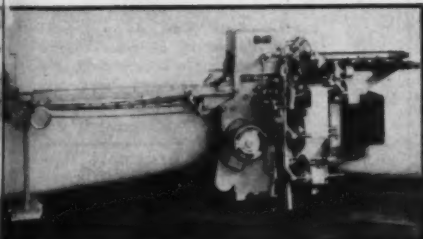
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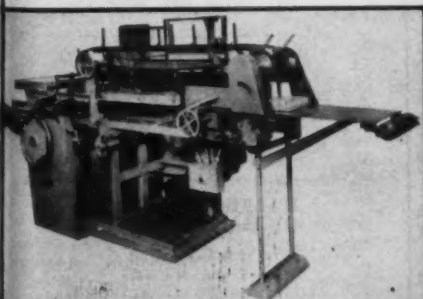
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Rose I. S. T. Twist Wrapping Machine for various pre-formed
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Twist wraps pre-formed pieces automatically at speeds up to
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Package Machinery Co. Model DF Bar or Package
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Package Machinery Co. Model FA, FA2,
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chines will be set and guaranteed to wrap
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packaging requirements. We will assist you in
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167 N. May St
Chicago, Ill.
Sandy 7-7845

UNION

Rebuilt
Machinery
Established 1912



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CANDY AND ALLIED LINES for Western Pennsylvania. Twenty years experience same territory. Box 1255. The MANUFACTURING CONFECTIONER.

MISCELLANEOUS

FOLDING CANDY BOXES: All sizes carried in stock for prompt delivery. Plain, Stock Print or Specially printed. Write for our new catalog of Every-Day and Holiday Fancy Boxes, and all Paper Products used in the manufacture and packaging of candies. **PAPER GOODS COMPANY, INC.,** 270 Albany Street, Cambridge 39, Mass.

ENGLISH COMPANY attractively situated near LONDON, manufacturing exclusive penny licorice novelty lines sought by American and Canadian market, invites offers for controlling interest. Box 1062 **THE MANUFACTURING CONFECTIONER.**

FOR SALE: 129,000 Dobeckmun 450 PT cellophane bags, size $3\frac{1}{2} \times 7\frac{1}{2} \times 1$. Price \$3.50 per 1000 small lots or \$3.00 per 1000 for entire lot, f.o.b. Portland, Maine. Write or wire J. W. Wilson Candy Co., 34 Andrews Ave., Falmouth Foreside, Portland 3, Maine.

Subscribe to

THE MANUFACTURING CONFECTIONER

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418 N. Austin — Oak Park, Ill.

SUGAR & SOAP

We never realized how versatile sugar is, until we ran across an item which said someday we'd wash our hands with it.

Seems that combining sugar and fat makes a detergent which cleans as well as present models but is milder and gentler on hands. Furthermore, the item talked about using this sugar-soap in toothpaste (no offensive odor) and shampoos (doesn't sting eyes).

Recently we talked about sugar-stockings and said we liked the idea 100%. But sugar-soap leaves us with mixed emotions. We go for expanding the uses of sugar, of course, but when we think of those singing commercials on TV . . .

Setting the pace with better service

CHARLES FUCHS & CO.

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120 Wall St., N. Y. 5, N. Y.
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Write for information

KIWI® CODERS CORP.

3804-06 N. Clark St., Chicago 13, Ill.

CLASSIFIED ADVERTISING is designed to aid the candy man in finding a market for or source of used equipment, services and miscellaneous items. In replying to ads address: Box Number, The Manufacturing Confectioner, 418 N. Austin Blvd., Oak Park, Illinois.

Minimum insertion is 3 lines, at 40¢ per line, 80¢ for bold face; not subject to agency discounts.

Confectionery Brokers

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318 Palmer Drive
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Terr.: New York State

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Candies Only
5308 Tuekahu Ave.—Phone 87-2838
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N. Mex.

Personal service to 183 jobbers,
super-markets and department
stores. Backed by 26 years experi-
ence in the confectionery field. We
call on every account personally
every six weeks. Candy is our busi-
ness.

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Terr.: Wash., Ore., Mont., Ida.,
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Established 1906
Sell Wholesale Trade Only
Terr.: Eleven Western States

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LOS ANGELES 11, CALIFORNIA
Terr.: Calif., Ariz., N. Mex.,
West Texas & Nevada



Advertisers' INDEX

Advertisements of suppliers are a vital part of the industrial publication's service to its readers. The following firms are serving the readers of *The Manufacturing Confectioner* by placing their advertisements on its pages. The messages of these suppliers are certainly a part of the literature of the industry. Advertising space in *The Manufacturing Confectioner* is available only to firms supplying equipment, materials, and services for the use of confectionery manufacturers.



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doodlings

by tom sullivan

UPCOMING GI's will be very happy to know that research scientists have a great treat in store for them—a more palatable dehydrated cabbage.

Reporting to the Institute of Food Technologists, the researchers described experiments in which the natural fresh flavor of raw cabbage was restored to dehydrated cabbage by treating it with water and an enzyme preparation made from mustard seeds.

This should be swell!

THE WONDERS of automation will never cease. We see now where they're making bird seed faster. By automation, of course.

TO SUCCEED, be your own psychoanalyst, says Cyrus Stephens Eaton in *Forbes*. "Ask yourself, 'What do I like doing?' Then keep on doing what you like and you'll go to town."

Probably between two cops.

WHILE READING a "news" column in a contemporary candy trade newspaper, we were reminded of *Tide's* query to a panel of ad men:

"Where do you do your best creative thinking?"

One response: "You couldn't guess the ideal conditions under which I do my best creative thinking, and if you could, you wouldn't print it."

SINCE ONE THING usually leads to another, may we ask:

What better tranquilizer for creditors—and stabilizer for an industry—than the memo in a candy trade paper revealing a heavy loss sustained by an unidentified candy company plus the gratuitous information that the company "may be in trouble"?

FROM ZURICH comes this assurance:

"Polygamy wouldn't work today; you just can't imagine five women trying to work in a tiny modern kitchen."

But resourceful Hollywoodians get around that. They install them one at a time.

BANKING Magazine tells us that there are still quite a few Americans too poor to have more than one car.

White Stokes' Charlie Dillion believes, however, that this sad situation may be remedied as soon as the investment market is favorable enough to permit the finance companies to refinance.



IF YOU'RE interested in telling whether a worm is a gentleman worm or a lady worm, we have a sure system, asserts the Seng Co. *Fellowship News*: "Just wait until the worm turns—if he signals, he's a gentleman worm."

Were the lady to signal, you'd probably say she's a lady.

SUN AND AIR, says a recent newspaper headline, are eating up \$6 billion per year.

Hans Dresel thinks this revelation may put an end to the sale of the platter, "The Best Things in Life are Free."

Gossips have been catalogued, according to *Automotive Digest*, in three different types: The vestpocket type—always popping off; the vacuum cleaner type—always picking up the dirt, and the liniment type—those who rub it in.

IF ORATORY is a lost art, says Arnold H. Glasow, let's leave it that way.

We're sure you'll agree when you recall that silver-tongued candy convention orator who was really an artist

in brass.

THERE ARE too many "yes" men around these days; too few who can say "no." Or so says a writer in *Printer's Ink*.

Well, he may be right although in our more active days in candy business a goodly number seemed to have no trouble saying "no" to our most polished, most earnest and most persuasive solicitations. However, in due time we discovered that the "no" was only half the answer. The whole of it was "no dough."

A POLITICAL PARTY is one thing that can't be held together with bolts, avers the *Long Star Scanner*.

We suggest that bolts not be confused with nuts and screws. They're what they sometimes riddle political platforms with.

THE TECHNOLOGY that is now developing and that will dominate the next decade seems to be in total conflict with traditional and, in the main, momentarily still valid geographical and political units and concepts. This, says John Von Neumann, is the maturing crisis of technology.

If, perchance, this is beyond your comprehension, consult Von Neumann directly.

CHANGING TIMES offers this one:

"A good rule for going through life is to keep the heart a little softer than the head."

Not an easy one for a muckhead to follow.

WHAT'S HAPPENED TO the fellows who for years on end insisted that the candy jobber was through?

Taste Panel Scores Marshmallows containing SORBITOL 6 TIMES BETTER

than ordinary marshmallows
after 15 weeks



In fact, plain cast marshmallows containing sorbitol scored higher than ordinary marshmallows at every testing period! And penetrometer tests prove that sorbitol-made marshmallow is generally 30% softer even after 15 weeks! Sorbitol modifies the crystal structure of mixed sugar systems . . . keeping marshmallows soft and tasty longer.

PRODUCTION ADVANTAGES

Sorbitol permits advance production and storage of marshmallows without sacrifice of quality . . . helping to meet seasonal demands and leveling off production. Sorbitol's narrow humectant range enables confectioners to hold Friday's production of cast marshmallows in starch molds over the weekend without loss of quality.

Sorbitol is mildly sweet and blends well with other ingredients. For better-tasting, better-selling marshmallows—try sorbitol. For samples, technical data, and formulation assistance, write or call Atlas today. Tell your Atlas salesman you'd also like to see the new Atlas color movie "Practical Small Scale Making and Testing of Candy."

KITCHEN-TESTED SORBITOL RECIPE FOR PLAIN CAST MARSHMALLOWS

Gelatin (225 bloom) 1 lb. 12 oz.
SORBO®—sorbitol solution 14 lbs.
Corn Syrup 21 lbs. 8 oz.
Granulated sugar 41 lbs. 8 oz.
Water (1) 7 lbs.
Water (2) 14 lbs. 8 oz.

Mix gelatin with 7 lbs. of water and set aside. Place remaining 14½ lbs. of water in a kettle, add sugar, mixing and heating, but do not boil. Turn off heat and add Sorbo and soaked gelatin. Mix until gelatin is completely dissolved. Beat until white.

1955
INDUSTRY
DEPARTMENT

ATLAS

1000
1000
1000

COOKS

CARAMELS-TAFFY KISSES-JAMS JELLIES-FONDANTS

in large batches!

Hansella's 110A High Capacity Batch Cooker handles large quantities of a very wide range of masses—those which require vacuum cooking, and those which must be cooked in open or closed kettles without vacuum. Therefore, this is the machine for cooking caramels, taffy, toffee, and kisses, as well as fillings such as jams, jellies, fondants, etc.

And consider these specially developed operating features — advantages that give you greater production and lower operating costs.

Vertical Beater Shaft. Mixing blades cover entire heated surface of the pan — give maximum heat exchange from top to bottom, and eliminate possibility of burning.

Beater action makes for steady, even mixing in either open or closed pan. And even when operating at highest speed, beater won't splash mass onto upper part of metal wall.

Cooker can be refilled at any beater speed.

When vacuumizing, no sugar particles can be sucked over by vacuum pipe.

Specially Designed Comb Type Beater. Rotates mass thoroughly, yields a well aerated and malleable batch.

Extra Large Bottom Outlet. Patented bottom opening permits fast removal of batch, saves operator time and effort.



Copper Inner Pan. Because it's made of copper, instead of the usual stainless steel, the 110 A inner pan has a better heat exchange coefficient. And the patented welding of the inner copper pan to the steel outer jacket eliminates metal fatigue. Result —practically unlimited life.

Two-Speed Motor. Mixing-blade speed can be varied to suit conditions of the particular batch being worked. Motor, housed in machine stand, is protected against vapor.

Rotary Vacuum Pump. Easy to operate. Vacuumization is so effective that batches are precooked without vacuum and finished under vacuum in record time—of course, all in the same kettle. Cooling water consumption is remarkably low.

Foolproof Lubrication. Gear parts are immersed in oil bath. Oil level indicator simplifies proper maintenance.

Output. Up to 1000 lbs. per hour.

Whatever your cooking problem, write us for information.

Hansella

HANSELLA MACHINERY CORPORATION

GRAND AND RUBY AVENUES, PALISADES PARK, NEW JERSEY
WHITNEY 3-4700 CABLES: COHANSELLA

per,
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the
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